

The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

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Western Booksellers' Convention

April 15-18, 1929

San Francisco

Afternoon Session, Monday, April 15

THE convention was opened in the Gothic Room of the Hotel Sir Francis Drake, with Alexander Robertson as temporary chairman. Paul Elder was elected permanent chairman for the convention. Samuel Levinson was made secretary.

An eloquent speech of welcome to the state was made by former Senator James D. Phelan, the state's favorite son, and

the keynote speech of the convention delivered by Frederic Melcher, Editor of the *Publishers' Weekly*. Telegrams were read from Arthur Brentano, Jr., president of the A. B. A., David Starr Jordan, president of Stanford University, Governor Young of California, Will Rogers, ex-mayor of Beyerley, Frank L. Magel of the A. B. A. Board of Trade, and many others.

"Great Audiences, Too"

Frederic Melcher

NO one can yet have forgotten that Claude G. Bowers' gorgeous keynote speech last summer did not sponsor the successful issue, and one may be pardoned for hesitating to accept the responsibility of pointing in advance to what will be the significant issue of this convention of Western booksellers. Yet in spite of this hazard appertaining to the office of prophet, I set up as a text of the discussions the familiar saying of Walt Whitman, "To have great poets, there must be great audiences, too," a text that gives both assurance and stimulus to those who handle books, assurance because of its emphasis on the importance of the work

of building audiences, and stimulus because it assigns to the handlers of books an almost creative function.

This convention brings together a group of those who are interested in developing book audiences in a territory which distance and mountain ranges have set apart as a separate empire; so much apart that it can study its own condition as a special problem, yet so closely connected with all the world that it cannot truly answer the questions raised, without considering the state of the book in the United States as a whole, in the areas of English-speaking countries, and in the brotherhood of cultured races.

There is, also, about this convention a certain dramatic quality that we all sense. The printing press which, with its necessary adjuncts, paper and ink, started its career in China, to have a later and independent flowering in the stream of Aryan culture, has, after conquering Europe, conquered a new hemisphere, and, now, within the memory of living men, has come in its full power to the eastern edge of the old Pacific, and its circle of conquest, though not its cycle of usefulness, has been completed. *By no means* has its full usefulness been worked out, for though the inventiveness of this century has supplied the phonograph, movie and radio, the uses of the book have steadily multiplied. As a conservator of the past it seems unplaceable; and as delight and inspiration to the individual it has variety and scope that is so far unmatched.

In this Pacific area the products of the press have been especially fortunate. These great states have been peopled by the best blood which this continent drew from Europe, its population has been stimulated by being thrown together in new combinations, excited by a vastly beautiful terrain, and sobered by being faced across an old ocean with the oldest of civilizations. It has, too, been provided with more than the average share of wealth and consequent leisure by a rich territory. Here if anywhere print would receive its due consideration and obtain its highest measure of influence.

And how conspicuously this has been proved true! The Coast has from its beginning developed writers, readers, collectors and libraries. That it has produced publishers for local volumes only is the natural result of that attribute of the printing press, that it turns off editions for a whole country more economically than it can produce editions for a sectional market.

The Pacific slope as a producer of literature is a theme over which I should like to linger, but that would too far extend the purpose of this address. It is as a book market that you want to consider the Coast at this meeting and as a potentially greater book market. And I ask that we consider book distribution not in any provincial way but as part of a national problem and

not solely as a booksellers' problem but as one of equal interest to every book-minded person.

I am from New England, oldest of American book markets, but I beg to enter your discussions without geographical label; Mr. Lippincott is a Pennsylvanian; Mr. Harcourt is a New Yorker, but they, too, desire no sectional labels. We are interested with you to be part of the first effort to bring together in a common consultation all who have traveled to this city to discuss the better flow of books from producers to ultimate readers. If we bring with us any special message, it is of congratulation that book distribution on the Coast has been sponsored by such fine leadership and has developed into so great a variety of book service; large bookstores, small bookshops, shops for old and rare books, lending libraries, great college libraries, famous public libraries, progressive county libraries, notable private libraries.

Is the machinery of distribution functioning adequately to bring to each outlet the books that are wanted when they are wanted? No. In all parts of the country distributive machinery for books creaks under its tasks and with the extra thousand miles or so that separate the Coast from its source of supply the difficulties of the problem are augmented. In all lines of American business, the distribution of merchandise has been the last field to get proper study. It has been neglected because it has generally been felt that goods would somehow find their customers if the demand was created. Manufacturing has had long study, banking, farming, and finally retailing, but the machinery for the flow of goods to their market has lacked systematic study.

The first step is taken when Business as a whole realizes the importance of concerted studies and comparison of experience. Better distribution on the Coast will be based on cooperative study of all facts rather than individual study.

When these larger studies are made there will be increasing understanding of the importance of taking the long view in stabilizing distribution methods. Not lightly nor for temporary or individual gain, will the accepted functions of distribution be set aside. The work of the

producer, wholesaler, retailer, library and consumer will be clearly understood, and their parts in the whole process differentiated and included in the price of a book. There is oftentimes today a cloudiness of program that starts us off in vicious circles.

When the different functions of distribution are thus studied, there will be shown the need of a greater coordination between all elements of publicity that set the demand for specific books under way. The diversity of these influences is bewildering; current event, news releases, trade stories, reviews, lectures, radio broadcasts, display advertising, catalog distribution, window and counter displays, etc., etc. How can these be linked together to start the book toward its reader? Only by smoother working machinery, and frequent conferences among all parties concerned. Yet practical coordination is essential and largely possible. It should be the purpose of trade discussions on advertising to provide each worker in book distribution with a better knowledge of what the others are trying to do, and the purpose of conventions and round-tables is to provide an interplay of ideas so that the technique can be soundly improved.

A new knowledge of the factors that affect books will give the trade a clearer picture of all the things that create book interest. The most profound influences are those that no trade could call into being. The changed attitude of the schools toward the more varied use of books is the most potent influence which will affect the book's uses in the next decade and generation, while the broadening conception of the public library's usefulness as business library, art library, nautical library, hospital library, county library is inevitably broadening the public's conception of the uses of printed matter. A new intellectual curiosity is calling for new books to satisfy the cravings for knowledge; a new world-mindedness is calling for books on other nations in far greater variety; a new desire for beauty is creating a demand for printing that will meet new standards of craftsmanship.

With such strong forces influencing our field of books, this group begins its study of the book audience of the Coast. Can fuller mutual confidence be built up so that

joint efforts will help solve the problems of all? Can closer cooperation with publishers throw new light on transportation and advertising problems? Can close and working connections with the other organized booksellers of the country bring strength to the industry? Can all the mechanical details of this exacting profession be studied with a purposefulness that will give the public and the organized users of books a clearer view of the vital importance of good machinery to adequate distribution?

And can we simultaneously raise the standards of the personnel of the trade to a point where it is worthy and competent to carry on with the other book agencies, trained in public practical methods and enlightened in real book lore? Can this be done with a democratic conception of the many uses of books—through an exalted conception of the highest uses of books? If this new sectional group can do any or all of these things, it will be worthy of its inheritance and opportunity and will be measuring up to what is expected of this section.

Great literature deserves great audiences and if it is to reach the great audience of the Pacific slope adequately there must be good machinery, too.

Objectives of the Western Convention

ELLIS W. MEYERS, executive secretary of the American Booksellers' Association, at whose suggestion the Convention was planned, outlined the objectives of the meeting. Reviewing the development of the A. B. A., he pointed to the need of a greater trade consciousness and closer organization and to the importance of a more general sales effort on behalf of books. The booksellers' organization should be constantly at work on plans (1) to save money for the dealer, (2) to increase sales, (3) to enforce trade practice. The general plan of the clearing house now serving 144 booksellers was outlined and the consolidated warehouse now serving 14 publishers. Mr. Meyers prophesied that in 10 to 15 years all except the large permanently equipped publishers would adopt the warehouse system.

The Publisher as a Creative Force

ALFRED HARCOURT, of Harcourt Brace & Co., gave a very suggestive talk on "The Publisher as a Creative Force." He spoke of publishing as the test to which all new ideas have to come. He instanced Henry Holt as the creative type of publisher, as when, after his contacts with the great English leaders of evolutionary thought, he conceived the *American Science Series*, a series of which it was said that it had more influence than three universities.

Publishers can be classified into those who have fun out of publishing and those who are worried about it. A good rule in selecting new books is that of Babe Ruth "to hit them where they ain't." Publishers conceive new areas of ideas and plan books on that basis. They must have contacts in every direction.

This new Western Association, said Mr. Harcourt, is starting several jumps ahead of the A. B. A. whose convention did not equal this in size until after 20 years of effort.

Morning Session, Tuesday, April 16

THE sessions of Tuesday opened in the Gothic Room with increased attendance.

FREDERIC MELCHER, editor of *Publishers' Weekly* and chairman of the educational committee of the National Association of Book Publishers, outlined the growth of the idea of bookselling education from the first efforts of Mr. Huebsch and Mr. Eisele in New York and Miss Graham in Philadelphia to the present opportunities at Columbia and Simmons and future prospects of more widely available opportunities through summer courses, correspondence courses and new printed material. The greatly increased scope of printed material was pointed to as a great gain, the variety and new value of what appeared in the trade periodicals.

ELLIS W. MEYERS, speaking on "The Bookseller and the Publisher" enlarged on the possibilities of cooperation suggested in his speech of Monday. He pointed out that there was undoubtedly no increase in the book sales through bookstores of the country in 1928 as compared to 1927. It was not, he stated, his intention to lay the blame for this failure to increase the bookstore sales to any one particular condition but he nevertheless pointed out the fact that, with so large an untouched market, there should be an increase each year, at least equal to the increase in other fields. He advocated a program of national advertising in order to increase the selling market. In addition, he pointed out the necessity of a closer feeling of cooperation between publisher and bookseller, stressing the fact that many petty matters might well be overlooked.



Ellis W. Meyers

MARION HUMBLE, executive secretary of the National Association of Book Publishers, sent the convention a condensed picture of the many-sided promotion work of the Association which had in ten years brought new coordination of effort among all book interested groups. In this decade the government census showed that the output of books had doubled, library appropriations for books had greatly increased, school libraries were rapidly growing, the attention paid to books in magazines and newspapers had mounted up, radio was covering books and the number and prosperity of bookstores was evident.

Miss Humble's paper was read by Howard M. Boys who called attention to the exhibit of promotion material.

To Booksellers and Librarians of the West

Marion Humble

Executive Secretary, The National Association of Book Publishers

IT IS now ten years since the first Children's Book Week and the Year-Round Book Promotion Campaign of the National Association of Book Publishers provided opportunity for cooperative national effort in book promotion. Previous to 1919, public libraries and bookstores in many cities had been suspicious of each other, competitive rather than cooperative. Publishers, booksellers, librarians, teachers, clergymen, clubwomen, business men, and the press are now working together effectively in the promotion work of the Book Publishers' Association, all with one purpose—to increase the reading of books, and to increase the number of people who read.

The cumulative effect of this nation-wide effort has been tremendous. The latest figures on the number of books sold in this country, according to the Census of Manufacturers, cover 1925 and 1927; two hundred million books in 1925, two hundred twenty-seven million in 1927, an increase of twenty-seven million volumes. Between 1913 and 1920, due to increased costs of manufacture, the number of titles published annually decreased from ten thousand to six thousand. The increased number of titles, due to a growing demand for books, rose consistently from 6,187 in 1920 to 9,176 in 1928.

During 1928 alone, increased appropriations for books reported by 71 public libraries, amounted to \$660,000 more than those 71 libraries spent for books during the previous year. State library commissions report a great increase in demands for books from rural districts, one state reporting an increase of 119% in activities. School libraries in all parts of the country have increased, due to higher standards for accredited schools as well as to the stimulus gained in ten successive Book Weeks and their results.

Bookstore sales mount simultaneously with better appropriations for libraries. A

recent letter from a city librarian states: "Since the establishment of our public library in the fall of 1924, the growth and variety of stock in the three larger bookstores has been marked. Another feature of book merchandising directly traceable to us is the increase of pay circulating libraries. In 1924 there were two, neither specially good. Now there are seven or eight all doing a real business. As a librarian I am just as much interested in seeing our city get good book-buying and pay book lending facilities as free borrowing agencies."

Book news in national magazines has increased, and in newspapers, and over the radio. Our suggestions to magazine editors during 1928 resulted in special book articles and editorials in magazines with a total circulation of 12,800,000. News stories and editorials written from our press releases and suggestions were used in more than 1,200 newspapers, with an estimated circulation of twenty-six million. All this general publicity for books and reading has sent buyers into the bookstores.

In the pamphlet we have just published for distribution by the Haskin Information Service through one hundred leading newspapers reaching four million readers, it is stated:

"Bookshopping is one of the best ways of scraping acquaintance with books that may later be your best friends. But in a country so vast as this there are not bookshops everywhere, and if there is none near you your best plan is to write to the National Association of Book Publishers, 347 Fifth Avenue, New York, for a list of the booksellers in your state. Then write to the shops nearest you for booklists, or for information on the book or kind of book in which you are interested."

Many of you who have used ideas and suggestions sent to you in the *Year-Round*

Bookselling News, every two weeks, and in our Children's Book Week pamphlets, have written us that this material has greatly increased book-buying in your communities. In many western cities, you have adapted and enlarged our suggestions, as for instance in Los Angeles which has a permanent "Year-Round Recreational Reading" movement, and in San Francisco, where Book Week last November was so effectively observed in every school of the city under the leadership and inspiration of the San Francisco Federation of Women's Clubs.

Our Lecture Bureau, though it has not yet reached the far west, has sent speakers on books and libraries into 220 towns in 36 states, reaching audiences in schools, clubs, chambers of commerce and other groups, totaling 320,000 people. These talks definitely send readers and customers into bookstores and libraries. The newspaper publicity in connection with the talks is effective general propaganda for books. Hundreds of thousands of pamphlets on reading are distributed at these talks.

It is our belief that this general publicity for books, the sales and publicity aids prepared for booksellers, librarians and teachers, and our work of increasing new outlets for books through study of locations lacking bookstores, are responsible more than any other movement, for the increasing interest and demand for books.

Use of the material prepared for booksellers will help individual dealers increase their own sales. 3,821 dealers are now using this service; 530 of these were added to our mailing list during 1928 at their own request.

Our convention exhibit of posters and pamphlets is a graphic report of the work being done by the National Association of Book Publishers to increase the book market of the present and of the future. The group of book publishers who subscribe to this work is putting a great deal of money into this kind of publicity because it believes it is constructive foundation work on which each publisher, each bookseller and each librarian can build his own wider field of contacts.

You are invited to study this exhibit and to write us how we can best work with you to increase book demand in your community.



*Joseph Lippincott and Paul Elder
on the roof of the Sir Francis
Drake Hotel*

What the National Association of Book Publishers Is Doing for the Bookseller

JOSEPH WHARTON LIPPINCOTT, president of the National Association of Book Publishers, brought the greetings of that organization, stating that the publishers were banded together to create a wider book market. No publisher could carry on this work of national book promotion alone, but the group can find the right line of progress with the cooperation of booksellers, librarians and others. Ultimately the growth of the book market depends on individual contacts and suggestions, and the Year-Round Bookselling Campaign of the Publishers' Association is helping dealers throughout the country to make new sales contacts.

As to the effect of book clubs, which was being everywhere discussed, the publishers do not yet know the answer. The book clubs are a powerful agency and may affect both publishing and retailing.

In the booktrade we are all inclined to have too much waste movement and talk, having too little time to saw wood.

Our chairman opened the session to the floor which precipitated a rapid fire discussion of book clubs. David Newberry said that it was evident that the clubs were with us for better or worse, and that booksellers should take cognizance of the demonstration they have given of what will sell books.

April 27, 1929

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WALLIS HOWE, JR., advertising manager of the *Atlantic Monthly*, had been detained in New York, but had sent his article on National Advertising by night letter, two thousand words by Western Union. Owing to the lateness of the hour

the chairman postponed the reading of the paper and called on Professor Albert Guerard of Stanford University, whose address on "Makers of Literature" was received with great enthusiasm. Professor Guerard's paper in full follows:

Makers of Literature

Albert Guerard

Stanford University

THE Professor of General Literature is supposed to be a general utility man, a Jack of all trades, including the booktrade. On the strength of that awkward and high-sounding title, I was asked to address you, in a General Literary way, on the subject "Books As a Means To Richer Living." A worthy theme, but a trifle too obvious. We all know that, since you are making a living by selling books, the more books you sell, the richer your living will be. As to the spiritual rewards of reading, we have been in substantial agreement ever since books were invented. We shall probably find an essay on reading among the cuneiform inscriptions of ancient Assyria, and a certain champion grafter, Francis Bacon by name, has said a few wise and memorable things on the subject. So we may dismiss it with a polite bow. I have exactly twenty minutes to save your souls—I was advised to follow the excellent rule offered to preachers at Yale: Speak as long as you please, but remember that mighty few souls are saved after twenty minutes—and I do not want to waste this golden opportunity in a discussion of hoary platitudes.

For I do consider this as a great opportunity, and I thank you most sincerely for giving it to me. Not that I come here with any desire to teach, but I come here with problems which are vexing me, and which concern us all who, in various capacities, may call ourselves bookmen: authors, critics, teachers, librarians, publishers, booksellers. Yes, we are all deeply interested in books: they are our stock-in-trade. But it is well to recognize, at the outset, that our interests in the same thing may be

radically different in nature. Your problem is essentially an economic problem, one of market values. You have to keep your eye on the buying public. A publisher, editor or bookseller who would deliberately deal in unpopular literature would not stay in the business very long. You remember what happened to the *Unpopular Review*. A student of mine told me proudly that he had the intention of setting up as a failure. I answered that I hoped he would make a success of it. A confession of failure may be a literary success, like Amiel's "Journal" or "The Education of Henry Adams"—both posthumous, mind you. Business men are not interested in posthumous fame, and for them, failure leads straight to the bankruptcy court. I am not accusing you of sordid materialism when I state the obvious fact that you have to earn a living for yourselves and your families, that you have to be business men.

Now our problems, as authors, critics, or teachers, is one of spiritual values. And, in the best possible world, economic and spiritual values have never been quite the same. They are not necessarily antagonistic. There are cases when idealism pays, and a thing that pays may happen to be of high spiritual worth. Success is no stigma. "Les Misérables," by Victor Hugo, which is at the same time a masterpiece of art and a powerful sermon, was a best seller from the first, and still has a large market. Recently, books that are subtle and profound, like "The Bridge of San Luis Rey" and "The Art of Thinking," have secured ample economic recognition. I wish the list could be indefinitely extended. But we also know that

many prophets and poets were complete failures in the economic world, whilst crooks and parasites, and law evaders, and caterers to vulgar pleasure have made large fortunes. The financial rewards of our colored hero Jack Johnson far exceeded all that ever was gathered by Pasteur, the Curies or Einstein. We cannot disregard the fact: many books which critics consider beneath notice enjoy large and profitable sales—not merely in the field of sensational or sentimental fiction, but in the domains of popular science, travel, history, politics, religion. Many books deeply appreciated by the most competent reviewers will not sell at all. We may wish it were not so: we know that it is so.

Now I am not coming here with a declaration of war, but in order to find out to what extent we could collaborate, and whether we could not reduce, if not suppress, that apparent conflict between market values and spiritual values. I know that most of you are book lovers as well as booksellers. You would like, if you could do it without injustice to yourselves, to sell good books rather than commonplace ones. Every tradesman wants volume for profit, but also quality for self-respect. It is Mr. Ford's ideal not merely to sell a cheap car by the million, but to sell a good car. So I am sure you would all welcome an improvement in public taste, whereby your sales would not be affected, whilst the dignity of your work would be enhanced. Authors, on the other hand, even those who affect the most aristocratic attitude of Art for Art's sake, do not despise that form of recognition which translates itself into dollars and cents. Dr. David Starr Jordan defines success: "Doing the thing you like and getting paid for it." The two elements are essential. Getting paid for doing the thing you despise is not success, however great the material reward may be. To labor, and never to obtain any response, will ultimately crush the stoutest soul. The ideal success defined by Dr. Jordan will, therefore, be the one which reconciles the interests of booksellers and those of literary men. It will be reached when, in their respective classes, the best books are also the best sellers.

To bring about this reconciliation, it is necessary to recognize that literature is

not a thing apart from life, but one of the multifarious manifestations of our civilization, and inseparable from the rest. Many authors would balk at this. It is proverbial that writers are not unduly modest. In this respect, Messrs. G. B. Shaw and H. L. Mencken are in the grand tradition. We should not be surprised, therefore, if authors have fostered the belief that they were dwellers in a world of their own, or prophets with special access to the Lord, who descend from Sinai with new tables of the law. According to them, literature comes from above, and is graciously imparted to the crowd. If the crowd refuse the message, it is entirely their fault and their loss.

This idealistic conception still affects the terms of our criticism and of our teaching. We still claim to believe in absolute, permanent values in art, and in infallible criteria or standards by which such values may be detected and appraised. The modern student of literature is compelled to take a different view, a more pragmatic attitude. Literature does not exist in the abstract, apart from its public. It is a social phenomenon. Literature is merely what is recognized as such by a sufficient number of people over a sufficient length of time. Nepomucene Spiffkins, of Gopher Prairie, may be in his own eyes the greatest poet in the world: he will not take his place in the canon of literature unless he is accepted. Creation is only one step in the formation of literature: recognition is no less essential. Usually, the lack of recognition simply stifles production. The world is full of mute inglorious Miltons, mute because the world would not listen. We are, therefore, led to the conclusion that the study of literature, both in the form of criticism and in the form of literary history, is the study of recognition. Ultimately, it might be defined as the study of the booktrade through the generations.

Recognition by whom? By the general public? The literary public is as much a phantom as the political public. An individual with a new political idea cannot submit it directly to the votes of his fellow citizens; he has to use the press and the party machines. An author cannot place his work on the breakfast table of every household in the land and ask: "Now

judge this!" In all cases, there is a preliminary sifting, and that is done by conscious and organized minorities. It is really these minorities that decide. The anonymous public is passive. The verdicts of the minorities are reversed only through the efforts of other conscious minorities. And, therefore, it may be said that these minorities actually *make* literature, in the same way as they make politics. The masses may to some extent choose between rival guides; no movement really originates with them.

Among these agencies that stand between the authors and the general public, we must mention the publishers and their readers, the professional reviewers and critics, the literary circles in the big cities, the teachers in so far as they affect the taste of the new generation, the librarians when they exercise any right of selection and when they act as advisers, and, last not least, the booksellers. Some booksellers may run their shops purely on the piggly wiggly principle; and even the best among them effect many of their sales in that purely automatic manner. But such is not their ideal, and such is not their usual practice. In ordering, they follow the advice of the publishers' representatives and of the early reviewers: the very act of ordering requires critical sense. In their shop display, they give prominence to certain books which, in their opinion, have a particular appeal; by that means, they can hardly create a vogue, but they can retard or favor it. I have seen a particular author revealed to a community and many sales result, through systematic display. Finally, many booksellers are actually consulted by their customers. This is true, not only of village shops, but of the best stores in the biggest cities, when a clientèle begins to realize that the man in charge of a certain department does know something about it. According to my very superficial experience, such consultations take place especially in the matter of gift books: "I want a prettily bound volume as a birthday present for a middle-aged gentleman with red hair." At every one of these steps the booksellers act, not as the irresponsible agents of the public, but as their guides. I do not claim that their influence can ever be decisive: but it is far from negligible. And through that influ-

ence they become shapers, and therefore makers, of that complex and potent product called literature.

This honor—for I consider it a great honor—is fraught with responsibility. It is you, men in the book business, who may ultimately and justly be praised or blamed for the state of our culture. This state is not so flourishing as it might be. We are a nation of optimists, we are not slow in blowing our horn, we are not inclined to keep our lights under a bushel. Yet, whilst we boast about our constitution, our wealth, our industries, our homes, we are seldom heard to boast about our national literature. There is a marked discrepancy between our achievements in that field and in all the others. Why is that? Because we are too young a nation? Nonsense! As Oscar Wilde put it, America's youth is her oldest tradition. We are now, culturally, the oldest nation in the world, the only one with unbroken habits of thought reaching back into the eighteenth century: England, France, Russia, Germany, Italy, even China, have been cast into the furnace and moulded anew. Because we are rich? Riches never were a handicap to a great culture. The Athens of Pericles, the Rome of Augustus, the Italy of the early Renaissance, the England of Elizabeth, the France of Louis XIV, were prosperous, and could not have been artistically so great without that background of prosperity. Is creative genius lacking in America today? No! We find it triumphant in the pure and applied sciences, in business organization, in architecture. There never has been in history a larger, better-trained, quicker-minded, more eager public than we have now. The rush for University education, the innumerable literary circles throughout the land, the success of such books as Well's *"Outline of History"*, Durant's *"Story of Philosophy"* or Dimnet's *"Art of Thinking"*, are proofs positive of that universal eagerness. We have, therefore, all the elements of a great culture. The problem lies with you, gentlemen of the booktrade. In the old days, the "conscious and organized minorities," acting as intermediaries between the creators of literature and the general public, were the courts of the princes, the drawing-rooms of the aristocracy, the academies. And on the whole, they did their

work well; but they are dying or dead. Even in Europe, the few surviving courts count for very little, the aristocracies are swamped, the academies are back numbers; still, the tradition lingers and has some potency. Here, the Presidential Court at Washington, the drawing-rooms of our most charming hostesses and the American Academy are not even attenuated shadows in the world of culture. We must evolve substitutes of our own. The powers upon whom that responsibility devolves will be the publishers, the critics and the booksellers. They are the natural guides of our "aristo-democracy."

Will they show themselves worthy of the trust, as enlightened, as liberal, as cultured as the social élite of the past? Upon the answer our spiritual destiny largely depends. If your sole desire is to secure the largest market, in the laziest fashion and with the quickest returns, then our democratic civilization will be hopelessly vulgarized. The common tastes of the common man will prevail, and we shall deserve the shafts of Irving Babbitt, Keyserling and Aldous Huxley. If, on the contrary, you realize your responsibility as true makers of literature, there is hardly

any limit to the good that you may do. I do not mean that you should try to force upon the public unpalatable books: that would be poor leadership as well as disastrous business. But, using your experience of what the public wants, you can strive to give them *the best of what they want*, not the cheapest—popular books that will not cause you to blush. You can gradually make them want something a little better, in the same way as automobile manufacturers are forever educating us to some new refinement we did not consciously desire. You can induce genuine artists, who at present are standing aloof, to enter cheerfully and without loss of self-respect the field of semi-popular writing. In these and in many other ways, your influence may be decisive. It is through you alone that artists and public can meet; it is for you to make the proper introductions. The fate of American literature is largely in your hands.

JOSEPH HENRY JACKSON, former editor of *Sunset Magazine* and pioneer in book broadcasting, was introduced by turning on the loud speaker from station KAO, Oakland.

Afternoon Session, Tuesday, April 16

Radio and Reading

Joseph Henry Jackson

I'VE been assigned the subject, "Radio and Reading." That's not a very definite assignment, I'm afraid. It might mean a good many things. It might mean, "Do radio and reading combine well?" Naturally, the answer to that is: No! If you want to read—turn off the radio! It might mean,—“Has the wide spread of radio, the popularity of radio programs as a form, especially, of evening entertainment, helped to lessen the popularity of reading?” Or it might mean the reverse of that; “Has the recent movement toward a radio set in every American home, helped reading? Has it been useful, or can it be useful in stimulating reading?”

As a matter of fact, the topic "Radio

and Reading" probably means both those latter questions; or rather the two rolled into one: Has radio hurt or helped reading, and if it has hurt reading, how and why, or if it has helped reading, how and why?

Of course, what's meant by "reading" in this case, is the reading of books. This is a booksellers' convention, and while there are a few anxious and eager-looking authors around the meeting-place of the convention nevertheless all who are here, are people interested in what may help or harm the sale of books, that is to say, chiefly booksellers and publishers. There is a third class, of course, publishers' representatives, a group that the publisher considers to be a necessary evil, and that the bookseller feels

to be a thorn in his side, because if it weren't for the publishers' representative, the bookseller would never be importuned to buy books, and he could live always in the bookseller's Heaven, which is a place where one never buys any books, but simply goes on forever, selling them!

And then, I suppose there's still another, sub-classification in the group, the buyers, who exist, apparently (according to publishers' representatives), solely in order that the public may never be able to get all the books it wants! And still one more, the lowest order of all, the one who pleases nobody, ever! neither author, bookseller, or publisher, that is the book-reviewer, and of him the less said the better!

However, by and large, this is a group of people who are primarily interested in the merchandising of books.

So, then, first of all, does radio damage reading? Has the tremendous spread of radio, the extraordinary interest in radio programs hurt the reading of books?

It wouldn't be altogether unreasonable, at first, to suppose that it might. There are in active use in America today, about nine million, eight hundred thousand radio receiving sets! Since the first tiny broadcasting station was established in Pittsburgh, in 1921, the percentage of American homes using the radio has grown from zero to 35 percent. There hasn't been anything like such growth in the history of the country. Compared with the spread of radio, our American progress in the use of the telephone, the electric light, the automobile, has been simply nothing at all! And when you translate this growth into terms of "audience," into numbers of listeners, the figures are even more startling. In a few short years, the radio audience has grown to forty million people! And these figures are not guesses; they're the result of painstaking surveys made by one of the country's largest advertising agencies.

Well, then, what about this immense audience? You can't read a book and listen to a radio set at the same time, or at least most of us can't, although there are people who keep the radio going no matter what they're doing. (Perhaps you've called on such people, and had to scream, to make yourself heard, when you want to say anything.) Generally speaking, though, you can't both read and listen.

Does that mean that a radio set and books are mutually exclusive? that every-one who decides to possess a radio set is immediately faced with a single, definite alternative? Must the books go out of the window the moment that the dynamic loud-speaker comes in at the door? I don't think so. You can't take a shower-bath and read at the same time, either, but publishers and booksellers are not deploring the increasing popularity of the shower over the old-fashioned tub! You can't read a book and drive a car at the same time, but the very age which has seen the expansion of the motor-car industry to the point at which manufacturers are driven to powerful advertising campaigns to put across the idea that every family should possess two cars, that very age has seen an extraordinary broadening of the general public interest in books. That same period, or the last half-dozen, peak years of it, has been the period in which radio has had its phenomenal growth. Yet that's the period, almost exactly, in which the much-maligned general public has shown more interest in books and reading than ever before. That's the period in which the literary supplement has flourished and grown fat, on the interest of the public, not only in reading books, but in reading about books. I'm told that Mr. Ochs, editor of *New York Times*, is considering the complete severance of his *Times Book Review* from the rest of his paper, and the establishing of it on its own feet, as a separate and distinct money-making enterprise! And the increased interest in books which has made this kind of thing possible has practically paralleled the spread of radio! Of course, so far only one family in three has a radio set! Radio manufacturers haven't come to the pass in which the automobile makers have found themselves. There is, thank Heaven, so far no concerted effort to persuade the public to build double period consoles, as one builds double garages. There is no advertising campaign yet, to convert America into a nation of "two-radio" families! But then there hasn't been any such drive on books either! Perhaps that will come. Who knows but that the next fungus growth on the book business will be a "Two-Books-of-the-Month Club"?

At any rate, I don't think it can fairly

be said that the growth of radio has done anything to hurt the reading of books. Of magazines, perhaps: but that's a different subject. After all, the type of book-reader who *could* be led away from books by radio programs is the type of reader who *won't* be. That type of mind is *precisely* the type of mind which *must* read, at least the latest books, in order to be, as they put it, "up on things." That's only one type of book-reader, naturally, and perhaps a very aggravated case, but what I'm driving at is that this portion of the reading public is the portion—perhaps the only portion—in whose minds there might be actually any conflict between the joys of a jazz program and the joys of a book. They're the people who could be weaned away from books by radio, perhaps, but they're precisely the people who won't be weaned away, because they have a definite motive in their reading, a motive powerful enough to keep them at it.

The rest of the book-reading public, and that's most of it, isn't possessed of the type of mind that radio could drag away from books anyhow. These other thousands who read books, because for one reason or another, they like to, will go on reading books, because for one reason or another they like to, and neither radio nor motion pictures, nor sound pictures nor any other thing will pull them away from the Kingdom of Books. No; radio isn't going to damage the reading of books. A hundred other factors inherent in the swift age in which we live, may prevent the increase in reading that we'd like to see, but it can't be said that radio entertainment has brought about less reading of books; not with the evidence to the contrary.

Radio and the Sale of Books

So far so good, then. What about radio helping book-reading, and hence helping to increase the sale of books? If we have in this country nearly ten million radio sets and somewhere between forty and fifty million people listening to what comes out of them, and all this on the increase all the time, how is this tremendous potential force for the increase of reading being turned to account? Is it being utilized? Can it be utilized, fully, comprehensively, intelligently, as intelligently, for example, as the forces of the printed word

are being used to promote reading now?

Those questions can be answered, but to answer them I'll have to draw pretty heavily on my own personal experience in the field of books-and-radio. If you don't mind my doing that, and if you'll make due allowances for my quoting examples which have come under my own eye, I'd like to tell you a little about what radio can do, what I know it to have done, in the way of promoting interest in reading.

First, let's narrow the field down to the Far Western territory. What holds true for this territory can more or less be considered to hold true of any given part of the country. The one difference here in the West is in the relation of the population to the number of square miles, and that doesn't come into this, because radio shrinks the distance. Coverage is coverage, and if a given broadcasting station or a group of stations covers a whole territory, it covers it, as far as listeners are concerned, whether they're living next door to each other or ten miles apart.

The Far West has approximately 850,000 radio sets; it will very soon have a million. The Far West has about three and a half to four million people listening to radio programs. Nobody knows, not even the directors of broadcasting stations, what percentage of listeners write letters to broadcasters. All that's known is that the percentage is very small indeed; and as people have become more used to taking radio programs for granted, that percentage has grown materially smaller. But I have in my own personal files, and I'm only one out of several who are regularly talking to the people of this territory about books over the air, I have in my files over thirty thousand letters, from people in the West whose interest in books has been so great that it has overcome their natural inertia, and caused them to sit down and write a letter, asking some question or other about a book! That figure does not include the regulation, so-called "applause-card" which was so popular a few years ago when I began broadcasting talks about books. Those cards don't come to the broadcaster; they stay in the station files.

Take that figure of thirty thousand; remember that it represents only a very small percentage of the people who heard the programs; multiply it by the number of

those who are broadcasting talks about books here in the west, and you'll have some idea of the tremendous influence that can be exerted by radio broadcasting on the minds of the public. Extend these figures, in the same relation, to cover the country, and you'll begin to see what an extraordinarily useful and significant part radio can play, in stimulating interest in books.

Of course I'm not saying that everyone who writes a letter to a broadcasting book-reviewer rushes straightway out into the street looking for the nearest place to buy the book in question. In fact, there are always some letters which indicate, on the face of them, that the writer doesn't know anything about books, and that although listening regularly to a book-review feature on the radio may make a book-reader, and eventually a book-buyer of him, the process will be a long and a slow one. A favorite question asked in that type of letter is, "Where can I buy such-and-such a book?" I've never done it yet, but one of these days I'm going to write back savagely, "Where do you suppose? At your neighborhood grocer's, of course!" Why is it, I wonder, that there exist individuals literate enough to write a letter and living in cities, who don't know that the place to buy a book is in a bookstore? Perhaps there's a moral for booksellers hidden in that somewhere. I don't know! At any rate, getting back to our point, certainly all the people who write letters to a radio-book-reviewer do not rush out immediately and buy the books he has just recommended. But, just as certainly, all of them will,—some day. The seed is planted; and any seed that takes root hard enough to make a radio listener sit down and write a letter,—not about a program of entertainment, but about a matter which requires some definite interest to stimulate a letter,—that seed is eventually going to grow and blossom and bear fruit. Sooner or later, anyone who is that much interested, is going to become a steady reader,—and eventually a buyer of books.

Facts and Figures

Perhaps one or more figures will interest you. I'll have to draw again from personal experience, which I do, with due and proper apology!

For four years I have been conducting

an additional, special broadcast during childrens' book week, usually bringing on the air with me, as a speaker, someone who is especially trained in the field of children's books. Each time I've done that, four times, now, I have supplemented the list of books that it was possible to discuss in the limited radio period by a printed list, or two lists, one for older children and one of books for younger children. They have been simple check-lists, for the use of parents or others who wanted something to guide them in buying children's books for Christmas. Each year I have had to increase the print-order on those lists, in order to supply those who wrote in for them. Last year I had to print five thousand copies of each list! And nobody writes in for such a list unless he intends to use it.

Well, perhaps that's enough in the way of evidence that radio broadcasting of material about books can help to promote interest in reading, and in buying books. There's no doubt about it. Radio can be an immensely valuable aid to those whose interest lies in fostering the growth of reading and of book-buying,—which is to say, to publishers and to booksellers.

And that brings us to the last of the questions that I suggested a few minutes ago.

If radio can be such an aid, such an enormously valuable help to the publisher and the bookseller, is it being fully turned to account? Is the spoken word of radio, with its immeasurably greater spread (it's immeasurably greater circulation if you like the term), being as fully, as intelligently used as the printed word, in its far smaller field, is being used for the stimulation of an active interest in books?

I'm afraid the answer to that is: No! Here and there a bookstore has been able to use the medium of the radio without too great expense to itself, and has found it worth while. Here and there a publisher has sponsored a series of radio book-talks, and no doubt some good has come of them. But, outside of special cases, that direct method won't do what you want it to do. The problem is a very different one from the ordinary vending of merchandise by trade-mark, or even by sales argument. The ordinary piece of merchandise either does or does not perform, to the satisfaction of the

buyer, the function for which it is bought. If it doesn't, he switches to others until he is satisfied. If it does, he goes on buying the same brand. But a book is a different kettle of fish! Your customer can't be sure even that he'll like all the books of a given author, much less that he'll like all the books at a given store, or printed by a given publisher. It's a different problem, as all of you know. The critical function is involved, that's the trouble. And if there's one case where you've got to avoid all appearance of interest other than a purely objective interest in the "quality," so to speak, of the merchandise itself, it's in the case of a book. So the bookstore that goes on the air, "directly," and the publisher that goes on the air "directly," both suffer from the same handicap. Obviously there's self-interest in the deal somewhere. So-and-so is recommending such-and-such a book, because he wants to sell it! Of course he says it's good! And where that will "go down" in the case of almost every commodity on earth, it won't go down in the case of a book, not on the radio. Your householder, your housewife, can judge a car or a brand of washing soap. They feel able to judge such things adequately by standards by which they can measure and compare and eventually buy. But nine hundred and ninety-nine out of a thousand can't do that with a book. They haven't the standards, because they haven't the special experience, in this case, out of which standards are built. That they haven't is no fault of their's, of course; they have been busy with more practical pursuits. But the point is that they know they haven't it; they know they aren't entirely competent to judge books, and consequently they look for guidance.

My time is almost up. What I've tried to do is merely to touch upon some of the reasons why radio has a part to play in the development of general, widespread interest in books; and to suggest that the possibilities of radio in that direction are virtually limitless; and also to suggest that the surface hasn't been scratched! There is a way to do it. There is a way to use the tremendous influence of the radio on the public mind, just as fully, just as intelligently, just as effectively, as the printed word is now being used. Those who have

in hand the making and selling of books haven't found it yet, that's all!

Selling Old and Rare Books

ERNEST DAWSON, of Los Angeles, dealer in rare and fine books contributed a most practical talk on his field of work and, as his own success has been notable, the talk was listened to with close attention. The old and rare book business, like the new book business, is subject to changes, and the dealer must be alert to act, as when finely bound sets and extra-illustrated books prove less in demand and autographs, fine printing, and modern firsts go up as at present. A progressive dealer, as Dr. Rosenbach has said, must have the courage to move up with the general price scale and to buy books today at more than he sold them for yesterday. A rare book business can be conducted over a wider area than the new book business. There is no scarcity of stock to be had if you broaden your interests. Use frequent catalogs and mimeographed letters. Window cards with information and prices are good. Don't hold stock; work for quick turn at a fair profit. People have the money if you show them what they want. Train your assistants so they are increasingly efficient.

Selling Books in Hollywood

O. B. STADÉ of the Hollywood Bookshop talked on "Selling Books in Hollywood," asserting that the country had a very confused view of his city, which was in fact a very kindly place with about 15 per cent movie population. It is a meeting place of all the world, a place whose product affects all the world. The reading of Hollywood covers all new things and is served by four bookshops. Scenario writers are the best book buyers; the owners and directors are, in general, the poorest; the actors vary in book interests, but many stars are extremely eager buyers of fine private collections. The talkies are bringing a new problem and an increased demand for printed drama. Hollywood is not Follywood, and it has to be considered as one of the sources of American culture. "Pioneering a National One-Price Line" was the title of Robert F. de Graff's talk. The title of the paper by C. C. Parker, the well-known bookman of Los Angeles, was "Indirect Versus Pressure Selling."

RABBI LOUIS I. NEWMAN of the Temple Eman-u-el, gave an eloquent talk on "The Function of the Bookseller in the Community." He prophesied that the next few years would see the development of new tendencies in reading interest (1) Revival of Classicism and the interest in the great sources of western civilization, (2)

A new mystical movement already seen in our poets, Frost, Robinson, Jeffers and also in O'Neill, (3) A strengthening of National Culture, (4) An increase in interest in symbolism and ritual, now seen in college extra-curricular activities, (5) A development of strong new prophets, (6) A reaction against the Cult of Prosperity.

Wednesday, April 17

Group Meetings

The Round Table idea was well carried out on Wednesday, and under the painstaking direction of James Habersham of

the White House and the group chairmen it proved of great value to everyone. The reports of the different groups follow.

I

THE LARGE CITY GROUP

Led by J. E. Erickson of Lowman & Hanford, Seattle.

1. Depository or warehouse plan for Coast, discussed and generally approved. Plans of Macmillan and Houghton worked well except for direct sale to libraries. But it is cheaper to get books from New York unless good stock is carried. San Francisco was favored for warehouses.

2. Consignments accounts are usually found to be of little help.

3. Publishers' circulars are wasted still. One store gets good results from a group of circulars in one envelope. Leslie I. Hood of Vromans suggested a literary supplement for joint use of Coast newspapers. Ellis W. Meyers advocated Thompson's plan of joint mailing service from New York, also cooperative display advertising on national scale.

II

THE RELIGIOUS STORE GROUP

Led by Parker C. Palmer of Los Angeles

1. Bookselling from the minister's viewpoint was discussed by Dr. James West.

2. Standard discounts for all religious books was advocated by T. Albert Hooper of Salt Lake City.

3. Better collections, how made, was discussed by Frank Batty of Hale Bros.

4. How to Get More Business was discussed by H. G. Dean of Los Angeles, who suggested better displays in window and store. Newspaper advertising was said never to be effective. Catalogs were considered very important but mailing lists must be kept strictly up to date. Some success was reported with street-car cards and billboards. A greeting from Bishop McConnell, head of Federated Churches, was received.

III

SMALL CITY GROUP

Led by Robert Osborne of Santa Barbara

1. Publication Dates are especially important on Coast, as customers are only too ready to believe that the East has the advantage. More care is needed on release dates of reviews.

2. Invoices often come later than bundles, with consequent confusion.

3. Store methods. Price tickets are generally disapproved for window display. Miss Hess of San José showed photographs of windows panelled with celotex and illustrating successful use of crêpe papers.

4. The meeting strongly approved tinted tops for books.

5. Telegraphic orders. Mr. Meyers reported A. B. A. could receive joint orders on one telegram and split them up by phone to publishers.

IV

DEPARTMENT STORE GROUP

Led by David Newberry of The Emporium, San Francisco.

1. The technical details of department store practice were discussed, and books on the subject recommended. Department stores are trying to buy, guided by facts and definite experience.

2. Handicaps of distance from market were analyzed. Need of full discount on all stock orders and at all times was emphasized.

3. Card Record of Sales and Stock were discussed. None have been fully worked out, most stores using catalogs, but experiments with cards are to be made. One store subdivides stock into twenty-one classes and addition of sales slips shows each day what is selling.

4. San Francisco group now plans to meet together every two or three months.

V

CIRCULATING LIBRARY GROUP

Led by Mary E. Kelly.

1. Libraries in Gift Shops. Miss Herndon of the Crock of Gold said assistants must like to meet people, that they must play fair with people in recommending books.

2. Non-fiction. Mrs. Gregory of The Tunnel Book Shop said non-fiction was increasingly in demand, that rental fees must be made high enough to meet present high level of cost of conducting a library. Mrs. Kniess of Hale Bros. argued for low rates. Miss Lovelady of St. Francis Hotel told the fine possibilities of hotel business; Marinda Roberts of Seattle found library and bookshop combined perfectly. Pat Hunt of Hollywood and Mrs. MacMurdo of San José were others who told of their experiences.

VI

TRAVELING MEN GROUP

Led by James D. Blake of Harper's.

The Coast representatives of Eastern houses held a conference and decided to organize as a branch of the Associated

Book Travelers. Any traveling man covering the Coast regularly is eligible for membership. The following were elected:

James D. Blake (*Harper's*), President.
Wm. Hobson (*Putnam's*), Vice-President.

Louis Friedman (*Macmillan*), Secretary-Treasurer.

MEETING FOR LIBRARIANS

A district meeting of librarians was held at the great medical library at Lane Medical School. They took luncheon at Mark Hopkins Hotel and were addressed by Frederic Melcher of the *Publishers' Weekly*. Adjourning to the Sir Francis Drake, the librarians gathered in the Gothic Room, with Mr. Van Patten of the Stanford University Library and Miss Ludington of Mills College in charge. James E. Habersham welcomed them and explained the significance of the Convention. Ellis Meyers spoke on cooperation between librarians and booksellers. Rev. F. K. Howard appealed to both booksellers and librarians for books for the sailors. The librarians then adjourned to look over the book exhibits.

COLLEGE BOOKSTORE ASSOCIATION
WESTERN DIVISION

The college bookstores of the Coast have been organized for three years as a section of the College Bookstore Association which meets each year as a section of the A. B. A. There are thirteen members including only stores which are under control of the university served. Of the thirteen, twelve carry general books, seven have lending libraries.

The group held an annual meeting at Los Angeles in the week previous to the San Francisco Convention. It was voted to send the new president, Jos. J. June-man, Jr., of the University of California at Los Angeles, to the Boston convention and the past-president, James E. Macrae of University of Washington, is also going. N. O. Thomas of San José State Teachers College is the new vice-president.

The Association is giving close study, by comparison of experiences, to the problems of this highly special field. Distance from source of supply is the continuing prob-



David A. Lamson,
Stamford University Press

lem. One shop carries a \$40,000 stock over from June to September. Completely accurate forecast of quantities is extremely difficult in the rapidly drifting conditions of modern teaching. The group feels that it has an important function to perform in helping the publisher in his contacts, especially for new books.

At the San Francisco Convention the college managers continued their group discussions in meetings arranged by Mr. Macrae and joined in the general sessions. In his report to the general session, Mr. Macrae said that all the stores were anxious to pull out of the warehouse class and cease to depend on candy and slickers to "keep out of the red." "Trade book departments," he said, "have done more to popularize the shops with the faculty and students than anything yet tried."

Afternoon Session, Thursday, April 18

Election of Officers

NOMINATING COMMITTEE:

Ellis W. Meyers, Chairman
J. W. Lippincott
Frederic Melcher

FOR PRESIDENT:

Paul Elder. Elected by acclamation.

FOR BOARD OF TRADE:

3 year term—Howard M. Boys, Methodist Book Concern, San Francisco;
Ernest Dawson, Los Angeles; Richard Montgomery, Jr., J. K.
Gill Co., Portland.

2 year term—Leslie Hood, Vroman's, Pasadena; David Newberry, Emporium,
San Francisco; Eugene Sommer, Sather Gate, Berkeley.

1 year term—T. Albert Hooper, Deseret Book Co., Salt Lake City; J. E.
Erickson, Lowman & Hanford, Seattle; M. F. McClain, State
College, Eugene.

Alternates—Charles Hisson, Fowler Bros., Los Angeles; John Howell, San
Francisco; Warren Baldwin, John W. Graham & Co., Spokane.

No other officers were provided and no by-laws or constitution adopted.

The place of the next convention is left to the decision of the Board, but seems likely to go to southern California, perhaps Hollywood.

Resolutions

Report made by Samuel Levinson, chairman.

Other members of the committee: Alexander Robertson, Leslie Hood, Joel E. Erickson, T. Albert Hooper, Eugene Sommer.

THIS is, undoubtedly, an historic occasion in the booktrade—the first convention of booksellers to be held West of the Mississippi River. It is fitting, therefore, that we acknowledge our debt to those who have made it the success which it undoubtedly is.

I

We express our appreciation to those who have participated in the program as speakers and musicians. They are:

Booksellers' Association of the San Francisco Bay Counties.

The American Booksellers' Association, particularly the Executive Secretary, Ellis W. Meyers, whose untiring efforts need no comment.

Frederic Melcher, Editor of the *Publishers' Weekly*, without whose genial presence we feel no booksellers' convention would be complete.

Paul Elder, for whom appreciation is deeply felt by all the delegates and participants. The traveling representatives of the various publishing houses who contributed so liberally to our entertainment.

Those who, through their untiring efforts, have worked out the details, plans and procedure of this gathering.

The Western Division Convention Committees.

Those who have aided in our success through the medium of the publicity they have given us:

San Francisco Examiner

San Francisco Call

San Francisco Chronicle

San Francisco Bulletin

San Francisco Daily News

Those who have contributed material for our use.

Those publishers who have made display of their books so that the delegates might have the pleasure of viewing them.

Stanford University Press for enabling us to have the exhibit of the fifty best books selected by the Graphic Arts.

Those publishers who have donated souvenirs for our banquet.

Those who have traveled from the Atlantic Seaboard in order to co-operate with us and participate in the work we have done here.

The citizens and hostelryes of San Francisco for the many courtesies that have been extended to our delegates.

The librarians who have visited with us during our gathering.

BE IT RESOLVED that it is the sense of this Convention that the Secretary of the newly elected Board of Trade of the Western Division of the American Booksellers' Association be instructed to send to each of the above-mentioned persons a letter in which he suitably expresses our gratitude.

II

RESOLVED, that the headquarters activities of the American Booksellers' Association, as exemplified in The Clearing House, The Consolidated Warehouse, The National Book Council and The Bookshoppers' Guide, have our hearty endorsement.

RESOLVED, that H.R. 11—The Capper-Kelly Bill regulating resale price of nationally advertised merchandise have our hearty endorsement.

III

INASMUCH as the bookstore and book department are the natural outlets for publisher and jobber, we are herewith presenting several points which we believe affect the cordial relations between the various parts of the trade, and as a consequence, the good health of the industry as a whole.

1. It is not good business for the wholesaler or publisher to enter into direct competition with the retail distributor for retail business.

2. It is requested that all publishers' advertising be so written as to emphasize the fact that it is the bookstore through which the advertised product is sold, and that the strongest appeal be made to the public to go to the bookstore in order to make a book purchase.

3. Although the transgression of the above rules may not have any disastrous effect on the bookstore's sale, it, nevertheless, creates bad feeling in the trade. Such advertising as may be done by the publishers, where a direct appeal is made through the coupon and no mention made of the retail outlet, tends to keep the public from the bookstores, thus eliminating the possibility of a plus sale. Publishers must protect the bookseller in every conceivable way, because it is obvious that there are greater possibilities for increased sales through the continual visiting of the public.

4. Current books ought not be sold to magazine and subscription houses for premium use as this lowers the value of the bookseller's property.

5. Trade publishers ought not to publish volumes or sets for "direct to consumers" sale, particularly where such sets are not made available for sale through the bookstores at reasonable discounts to the booksellers.

BE IT RESOLVED, therefore, that it is the sense of this Convention that publishers carefully adhere to the rules of advertising procedure stated above.

IV.

WHEREAS, the bookstore is rightfully considered one of the intellectual centers of the community; and

WHEREAS, the bookseller has very definite and comprehensive obligations toward his public; and

WHEREAS, the personnel of any book establishment should be capable of giving intelligent and helpful suggestions and advice to bookshoppers; and

WHEREAS, the increase of the sale and reading of books in any community depends largely upon the knowledge, attitude, intelligence and direction of the booksellers and their assistants;

BE IT, THEREFORE, RESOLVED; that we take definite and immediate steps to avail ourselves of every opportunity offered to make ourselves better "book counselors" and that we institute such plans in our respective establishments that will result in the better training of our employees;

BE IT FURTHER RESOLVED; that we encourage our present employees to study and read such books and pamphlets as have already been made available, and that we organize in our institutions libraries of such available material that employees may have access to them.

BE IT FURTHER RESOLVED; that we encourage our sales people to take advantage of such courses, either by mail or in our communities, on book knowledge and book salesmanship as may be offered, and that we encourage the launching of any such courses as may be devised by our organization.

BE IT FURTHER RESOLVED; that we use whatever means we have to encourage our schools and colleges to give regular credit courses on the subject of book lore and bookselling.

BE IT FURTHER RESOLVED; that when we shall have left this Convention and return to our several bookshops, we individually and collectively put these resolutions into effect in our businesses.

V

BE IT RESOLVED, that in view of the extra cost and hazard of doing business on the Pacific Coast, publishers be requested to grant a 10 per cent exchange privilege on the basis of the entire purchase of an individual bookseller from an individual publisher during the year.

VI

BE IT RESOLVED, that it is the sense of this Convention that the Executive Secretary be instructed to work out such plans as he is able, to establish a consolidated warehouse for as many publishers as possible, for the carrying of stocks on the Pacific Coast.

VII

A careful survey of the cost of doing business has convinced us of the fact that the maximum discount which can be granted to librarians is 15 per cent.

BE IT RESOLVED, that it is the sense of this meeting that booksellers, each individually, survey his cost of doing business so that he may consider this problem carefully in order that he may not carry on part of his business at a loss.

The Corner Office Visits San Francisco

AT the Grabhorn Press, Edwin and Robert Grabhorn were found putting the final touches on a Fountain Press edition of Cabell's "Sonnets of Antan." What was still more interesting was to see the Random House edition of "Leaves of Grass" taking form in experimental pages. The format seemed to be reaching a state where it was going to be satisfactory to its designer but we looked over the proofs of forty or fifty pages which had been tried out and discarded. It will be a noble embodiment of a great American classic.

John Howell held a little private celebration by publishing during Convention Week the important work which he has had long in preparation, William Heath Davis' "Seventy-Five Years in California," which was first published by the author in 1889 as "Sixty Years in California," now a rare item. The author died in 1906 at the age of 84 leaving documents which have now been made into supplementary material. Mr. Howell has had the books nobly manufactured and illustrated from important documentary material. Beside the regular \$10.00 edition of two thousand copies there

will be a few on hand-made paper which will contain actual manuscript material.

Some of the visitors who wanted to study the art of equipping a small personal shop made a visit to the Post St. Book Shop which Miss Moore and Mrs. Powell have planned with so much taste.

Constantly one hears on the Coast of notable private libraries. That of Templeton Crocker which has great rarities, is in the pent house he has built on a tall Russian Hill apartment house. James W. Robertson, who recently presented his Poe collection to the Poe House at Richmond, has enough rarities still in his safe and on his shelves to make any collector's mouth water: a horn book, New England Primer, a Caxton, the three earliest "Leaves of Grass," first and second Rubáiyat, etc. John Henry Nash's library on fine printing steadily increases in scope and value and he makes his material so generously available to the printers of the city that it has a wide influence. Edwin Grabhorn and Mrs. Grabhorn are indefatigable collectors. Among their treasures is a broadside proclamation by Charles II prohibiting the circulation of two political books of John Milton.

Convention visitors who have department stores found special interest in store visiting, as the Emporium, White House and City of Paris provide any dealer with a wealth of practical suggestion in merchandising and the managers of these stores gave unsparingly of their time to convention responsibilities.

San Francisco business organizations have for years found Howard M. Boys of the Methodist Book Concern one of the city's most efficient merchants and the convention committee drew heavily on his time and talent in the matter of publicity. The city papers, especially *The Chronicle* and *The Examiner* carried much convention news with illustrations.

When Helen Gibbon, who is directing the enlargement of the Bon Marché at Seattle, was finding the real value of conventioning by asking David Newberry of The Emporium all kinds of questions (who knows the details of the game better?), he recommends reading Mazur's "Principles of Organization Applied to Retailing."

The College Stores were much in evidence and Downes of the University of California was acting as local leader. As in the East the college stores seem in good hands. Both Macrae of the University of Washington and Juneman of the University of California at Los Angeles are going on to the Boston convention.

San Francisco dealers know their "old and rare" and do not fail to present them to their best advantages; Howells, Newbegin's, Elder's and Magee's on Post St. and Gilber & Lilienthal on Sutter St. Gelber & Lilienthal have spread out toward the rear and have there a rare book room of unusual charm, high dark walls, a chateau fire place, varied stock on shelves and a safe near-by from which to take treasures.

With nearly 200 registrations and nearly 300 at the banquet, the convention had a most representative character. As tabulated by the convention bulletin on Tuesday there were 106 from California; 10 from Washington; 3 from Oregon; 2 from Utah; 2 from Colorado; 2 from Kansas; 1 from Texas; 1 from Honolulu; 20

claimed New York; 1 Boston; 4 Philadelphia; 1 Chicago. San Diego was the farthest south, Bellingham the farthest north, Colorado Springs the farthest east (for a bookseller).

After sampling San Francisco's cooking in many places we were inclined to give unquestioned credence to Henry Taylor's story of the Frenchman who made a fortune in the gold rush, and, desiring to do something to advance the level of civilization of his adopted country sent to France for a shipload of 200 chefs.

When it comes to producing literati of distinction who will consent to grace luncheons, receptions, banquets and broadcasting San Francisco need take second place to no city. They came, they performed, they delighted.

Here is the way to decorate the walls of a bookshop à la Robertson. Buy a fine landscape in oil for five or six hundred dollars; reproduce it in full color to sell at from 25 cents to a dollar; sell the picture to the trade at large; hang the original up over the bookshelves.

As a colorful and delightful feature of Monday's dinner dance Miss Fjeril Hess, the San José bookseller, presented some songs and dances from Czechoslovakia.

And the daily bulletin even had a society editor who told what gowns the ladies had worn the night before. Match that, Boston, for a delicate touch.

The daily bulletin was a complete guide mimeographed for distribution every day. Its material, according to the cover, included "Personalities, Gossip and Scandal with Other Useful Information." Its information was invaluable. For instance, there was the lesson in natural history. To quote: "We asked Jimmy Swinnerton what the difference bewtween a bison and a buffalo is. He said that a buffalo had horns, and a bison was what an Austrilian lydy washes her fyce in."

One of the stories that went the round of the Convention was about The Famous Author who was accosted by Ellis Meyers with "Who was the lady I saw you with at the Dinner Dance?" To which the Famous Author replied, "That was no lady. That was material."

The Social Side

THE Hotel Sir Francis Drake proved an admirable convention place. It is new, had a reputation to make and worked hard to make the Convention a success. The location is just a few steps from Post Street and Union Square, the heart of bookish San Francisco. The convention room was on the mezzanine floor, easily reached from the lobby, yet quiet and undisturbed. The rear of the room provided a perfect display space for the big exhibit of promotion material sent by the National Association of Book Publishers.

In another part of the mezzanine was the hall for the daily luncheons, which were presided over on succeeding days by Paul Elder, John Howell, Howard M. Boys and Eugene Sommer. One hundred and fifty delegates and guests gathered every noon for good fellowship and good speaking.

On Monday Ex-Governor Richardson extended the welcome of the Commonwealth and mentioned the perfect climate. He deprecated the danger which Mr. Lippincott had run into by exposing himself to the lot-selling enthusiasm of Los Angeles. Gertrude Atherton followed with an account of her plans for a new and passionate novel about Dido.

On Tuesday the British Consul General, Hon. Gerald Campbell, made a witty and graceful speech, Ruth Comfort Mitchell, Californian of pioneer stock, told of her hilltop home and the hazards of authorship. James Winnerton talked of "chaps" and of celebrities he had piloted to the desert. John Howell, presiding, read a pleasant and cordial note of greeting to the Convention in a letter just received from Sir Johnston Forbes-Robertson and another letter from Rudyard Kipling concerning his interest in early California documents.

On Wednesday, Will Howe of Scribner's provided the word of wit from a New York publishing office, while Harr Wagner spoke as a western practitioner and Ella Sterling Mighels represented the authors.

On Thursday, Eugene Sommer, director of Berkeley's model store, was in the chair, and, after the music, which was a feature

of each day's luncheon, introduced Sara Bard Field, B. H. Lehman, F. K. Whipple of the University of California faculty, and the venerable Charles Erskine Scott Wood, author of "Poems From the Ranges" just issued by Gelber-Lilienthal, Inc.

The Dinner Dance

The ideal way for opening the social side of a book convention is the dinner dance, and the famous Fairmount Hotel on the top of Nob Hill had been appropriately selected for this Monday evening function. In a big mirrored ball room, scene of so many of the city's social functions, tables were scattered in a large circle, and the orchestra alternated with the waiters in activity and continued to bring the couples to their feet long after 12.

Tuesday evening's event was the theater party, and the horse-shoe of boxes at the Columbia Theatre was reserved for the booksellers. William Hodge presented his own comedy, "Straight Through the Door." It was probably John Howell's persuasive way that prompted Mr. Hodge to introduce deftly into the dialog a reference to the booksellers, and before the last act he made a graceful curtain speech.

On Wednesday evening there was an authors' reception and some two-score authors of local and national fame were present. At nine o'clock loud speakers were turned on and over the *Examiner's* broadcasting station KYA was heard a literary discussion conducted by George Douglas and Joseph Henry Jackson in which a half-dozen authors took part including Gertrude Atherton, Stewart Edward White, William S. Hart, Charles Caldwell Dobie, and James Swinnerton.

Ladies Welcomed

The committees in charge of entertainment had in mind that the wives of booksellers might not be as interested in the session discussions as their husbands so special features were arranged, and guest cards provided for the Women's City Club. The convention hotel was so convenient to the shopping centers, (American and Oriental) that much diversion was thus

informally supplied and on Wednesday a tour to Chinatown was especially arranged. On Monday there was a Bridge Tea at the Women's City Club, and on Tuesday an automobile tour with lunch on the ocean.

Making Things Easy

The Printing Committee in charge of that beloved veteran A. M. Robertson provided, promptly on Monday morning, a very complete program and one that had to undergo very few changes. Wallis Howe, Jr., was missed from the program on Tuesday by having been unavoidably detained in the East and he sent his paper on advertising in a 2,000-word night letter; and on Wednesday it had to be announced that C. C. Parker, dean of the Los Angeles bookmen, would arrive too late to present the address scheduled, a great disappointment to all, though he arrived for the last of the convention.

The committees made many other uses of print to make the delegates' life easy. There was a key to the publishers' exhibits, three daily newspapers, city guide books provided by Stanford University Press and Rand McNally and the banquet souvenir. The daily paper was a handsomely printed cover of 9 x 12 size and a form page insert of mimeographed convention gossip.

The Western Number of *Publishers' Weekly*, issued under date of April 13th, left on Friday in an edition of 250 by air mail for San Francisco, where the packages with \$150 worth of air mail stamps were received early on Sunday afternoon. By the same rapid transportation the reports of the convention have come back to New York for publication.

The Banquet

The ballroom of the Saint Francis Hotel, a few steps from the Sir Francis Drake, was requisitioned for a brilliantly successful banquet, with two hundred and fifty seated, and seated to everybody's satisfaction, thanks to Harrison Leussler and Harold Earle. The travelers of the Coast had made the banquet their special hobby and added the services of a large dance orchestra.

No experienced diner out would admit that nine after dinner speakers could be allowed on one program, but that is just what this banquet provided, and the guests

were unanimous and enthusiastic in their approval. George Douglas, literary editor and critic, held the gavel and called first on Dr. Will D. Howe of Scribner's, who happily and gracefully combined wit with publishing wisdom. Earl Derr Biggers followed with a spontaneous flow of story and a feeling tribute to the speaker who was to follow, Ellery Walter, author of "Round the World on One Leg," who gave in a half dozen anecdotes the thrill of a 45,000-mile journey on no funds at all. Kathleen Norris came next, one of the most beloved of native Californians. Near to the site of the hotel, she said, her grandfather had owned a grocery store. Her humorous and delightful anecdotes of herself and friends had both freshness and poignancy. After the long applause to Mrs. Norris, "Bill" Hart, the author who was once a movie actor, talked of his experiences and then introduced, using the sign language, the most colorful guest of the evening, Chief Standing Bear, a Sioux Indian, who has earned his right to sit with the authors and who earned applause by his dry comment and just flings to the white man's superiority complex. The discussion was brought to booktrade matters by Frederic Melcher, who toasted the pioneers of the coast's booktrade, pioneers to a country still only 80 years old in active development, and pioneers still in active leadership. Gill of Portland, Graham of Spokane, Parker of Los Angeles and Robertson of San Francisco. The last two were present to hear the enthusiasm which their names evoked. From Alaska's field of literature a deft greeting was presented by Barrett Willoughby, author of "The Trail Eater," who explained that Montgomery Ward was the favorite bookseller of her country and they bought G & D's by the hundred pounds. The last speaker was Lewis Brown, author of "This Believing World," who took advantage of all that had gone before and turned it into a perfect after dinner speech.

At the head table with the speakers were John Howell, chairman of the entertainment committee and Mrs. Howell, Howard M. Boys and Mrs. Boys, Paul Elder and Mrs. Elder, David Newberry and Mrs. Newberry, Benjamin Ticknor of Houghton, and John Macrae, Jr., of Dutton's. Souvenirs were enjoyed by all.

THE Publishers' Weekly

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Founded by F. Leypoldt

EDITORS

R. R. BOWKER F. G. MELCHER

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I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.

—BACON.

Pacific Convention a Success

TWENTY-NINE years ago booksellers came together in New York to form the American Booksellers' Association through which by years of patient effort retailers have found their way to a better situation in the world of business. In the last decade, bookselling has increased rapidly, and the reward of two decades of hard work has been reaped in the trade's increasing ability to meet the public's needs.

During these years of concerted effort the booksellers of the Coast have been able to share but little in the conventions and councils of the A. B. A. The time and money involved in a trip to the East made personnel participation difficult, though the Coast booksellers have been loyal supporters of the national work and kept closely in touch with its efforts. At the Boston convention of 1920, Luther B. Cary came on as effective spokesman of the Coast and, during the last two years, the College stores have sent their delegates, and, at several conventions, individual members have attended. The importance of the Coast states as a field with special problems, however, has always been recognized by both publishers and booksellers, problems growing out of the distance from sources of supply, and 1929 has proved to be the auspicious time for launching a divi-

sional group which should set up machinery for recording its needs and discussing its experiences while working in full cooperation with the national body. By calling this convention in April its actions may be taken up at the A. B. A. gathering in May, thus coordinating the work. The *Publishers' Weekly* reports this Convention in detail, knowing that its deliberations will be found of interest and value to booksellers wherever located and to all publishers.

It is our opinion that this new movement has, in its first year, proved a success even beyond our greatest expectations and that its future growth and value may be looked to with confidence.

Progress by Leadership

A SOUND idea has been carried forward with fine leadership. To Ellis Meyers, secretary of the A. B. A., the Convention owed and expressed great thanks. He suggested the idea and gave untiring support to the Coast committees. Of the efficiency and spirit of the leadership of the Western booksellers, too much cannot be said. The delegates and guests of the convention were conscious of this at every turn. Each aspect of the varied program had been adequately prepared for, and every variety of hospitality and entertainment was extended. So smoothly did the plans go forward that the San Francisco Convention will be a high mark for any book convention East or West to shoot at. The work of leaders had the full cooperation of dealers up and down the Coast and of the publishers' representatives, but the great burden and responsibility fell, as it must, on the booksellers of San Francisco, and especially on those in key positions: Paul Elder, whose fine vision laid out the general lines of the sessions and whose untiring patience saw that no single detail was overlooked; John Howell, whose plans for the Convention's entertainment earned the enthusiastic approval of all; Howard M. Boys, who guided the publicity and gave an expert touch to all the plans; Eugene Sommer, who organized the exhibits but who also was ever present with his gift of friendly welcome; David Newberry, president of the local association, who got be-

bind the idea and whose knack of clear and incisive statement of issues helped in every meeting; James E. Habersham, who made the round-table idea an outstanding contribution to the sessions; Samuel Levinson, who served as secretary and in the arduous post of chairman of the resolutions committee; and a score of others who should be mentioned.

If the Western Division realizes the continued success which we prophecy for it, it will be largely because of the gift of leadership which its members can contribute.

Depositories for the Coast

WHILE, as individuals, the booksellers of the Coast are asking at their convention for the interpretation of new tendencies in the business and practical discussion of selling methods, as a group they are endeavoring to throw light on the peculiar problems which accompany the distribution of merchandise 3,000 miles from the source of supply. It is this problem which came continually before the Convention and which will be constantly before the directors of the new organization.

It is a problem of both time and expense, the time involved in transportation which makes it difficult to meet demands as they arise and at the same time necessary to keep a large staple stock, and expense, because any haste to meet needs or replace stocks adds to the already heavy expense of freight. The Coast dealers, indeed, have grave problems.

They discussed the existing depositories, those of Macmillan and Houghton, the possibility of joint depositories handling the stock of several publishers, and the idea of a San Francisco cooperative warehouse under the auspices of the A. B. A. This problem of making easier the moving of stock, aided by the local jobbers, Gill and American News Co., cannot be solved except by making a common cause between publishers of the East and booksellers of the West.

It would be well if all publishers took an occasional trip to the Coast, keeping in mind not the scenery or the climate, but the larger questions of distribution; then they ought to be ready to take up anew this great problem of distance with the

newly elected Board of Trade of the Western Division.

There was no inclination in the Convention to overlook the difficulties on the publishers' side nor to dodge the responsibility for increased efficiency on the part of the retail outlet.

The time is ripe for analysis, experiment and coordinated effort.

The Censorship Situation

THE Legislature of New York adjourned without action on the censorship bills before it, and in Massachusetts the censorship bill reported from committee was killed by an adverse vote of the Senate. Thus in the two states in which especially the discussion of book censorship has been pending nothing is to happen until another legislative year and in the interim it is to be hoped that there may be agreement among the several interests involved to obtain a practicable solution of the difficult problem.

In Massachusetts the librarians were chiefly active in protecting the booksellers in Boston as well as the libraries throughout the state from such action as that of the Boston police, who made the double mistake of wholesale condemnation and of furnishing for publication a list of questionable books, which immediately attracted the attention of salacious or curious readers. The Massachusetts Library Club had given its sanction to a bill providing that the character of a book should be judged, not from specific passages but from the whole tenor of the work. The legislative committee gave full hearings, but instead of reporting this bill submitted favorably a measure which modified somewhat the bill of the previous year known as the Sedgwick proposal. The librarians were so over-confident of the passage of a satisfactory bill that the more active influence of the Watch and Ward Society proved more effective, and the discussion in the Massachusetts Senate was not especially informed or enlightening. As a result of the defeat of any bill, the booktrade and libraries in Massachusetts are liable to continuation of drastic action on insufficient grounds in the case of many books on the extensive Index Expurgatorius of the Boston police.

Meantime the verdict of a jury rendered

in Boston, April 18, places "An American Tragedy" definitely on the list banned as obscene, on the strength of pages read to the jury and in the light of the judge's charge that under the existing law the theme of the book, its intent of moral lesson and its whole tone were immaterial, the only question being "Are the pages read to you impure, indecent and obscene and manifestly tending toward the corruption of youth? If that is so, it is not necessary to find that the words alone are indecent. You must determine if the thoughts aroused by those words are offensive to morality and to chastity and manifestly tend to corrupt youth." On this specific ground the jury condemned the book and the case will now go for final solution to the Massachusetts Supreme Court, which also under the existing law is likely to pass on the specific quotations rather than on the general question of the character of the book, which is generally recognized as an important contribution to literature and characterized by many as a great book, though there is question whether in the prolixity of the author's method there is not unnecessary elaboration of the sex incidents beyond what would be necessary for the general purpose of the book. It is to the credit of the publishers that they accepted responsibility by having a representative personally sell a copy of the book to a Boston policeman and thus make a clean-cut issue without involving Boston booksellers.

In contrast, on the succeeding day, the publishers of "The Well of Loneliness," though it had been banned in England, were acquitted from the charge of violating the New York law against obscene publications. In this case the criminal charge brought by John S. Sumner came before a bench of three judges in the Court of Special Sessions. Instead of committing the case for trial by jury, the three judges themselves read the book and came to the unanimous decision that though dealing with "a delicate social problem," this was so treated that the book is not in violation of Section 1141 of the New York statute. This method of handling a case is certainly to be commended in preference to that in the case in Boston.

Another phase of the sex question came to trial in Brooklyn, where on April 23rd a jury convicted Mrs. Mary Ware Den-

nett under the Federal law against mailing obscene publications because of a pamphlet which she had prepared more than ten years ago for the enlightenment of her sons, both present in court, one with his wife, seated on either side of their mother—a fact in itself sufficient comment on the jury's action. The pamphlet had been endorsed by the medical authorities and many thousands circulated in the Y. M. C. A., Y. W. C. A. and elsewhere, and Mrs. Dennett is a woman whose one thought is of public service to humanity. The case will be appealed and the decision in the higher courts will be of the utmost importance.

In England recently another novel which had been sent to the reviewers, but had not been published, was suppressed by the London police, and a manuscript volume of poems by D. H. Lawrence sent from Paris to his agent in London was seized by the Customs authorities as obscene, raising an incidental question as to this method of censorship. The English practice is that an information as to a questioned book must be laid by a citizen, whereupon the police take action and the questioned work is submitted to a magistrate for his decision, apparently without the publicity which in this country has been so objectionable through public readings to a jury.

The London Mercury, which approves reasonable censorship by proper authority, accepts the decision of the magistrate as wise, though raising the question whether action can rightly be taken before exposure of the work for sale through publication. It adds the sound statement that "literary, like other nuisances, should not be committed," but the question remains by whom and at what stage a nuisance should be prevented or abated. In pointing out that an information may be laid against a book whose character is literally questionable, while one which is absolutely objectionable is overlooked, *The Mercury* in its April issue adds "The hounds of Puritanism are so ignorant that they chase an occasional gnat while being oblivious to a procession of camels."

In the hearings before the New York legislative committee the usual battle raged, again without result, between "the hounds of Puritanism," headed by Justice Ford and Mr. Sumner, and the booksellers and

others who are not opposed to careful legislation and sensible practice in protecting the morals of the community. Too late for action in the session, the bill prepared by Morris L. Ernst (printed in the *Publishers' Weekly* for March 16) was introduced and its consideration was necessarily put over for another year. This bill provided for the protection of booksellers who sold books without knowledge that they had been legally determined to be objectionable by authorizing an examining magistrate to dismiss the defendant on his disclosure of the person or corporation from whom he purchased the work, if such person or corporation were within the jurisdiction of the court, and on his undertaking to appear as a witness as to purchase and sale. The purpose of this measure, which was approved by the New York booksellers, was to throw the onus upon the person responsible for the book, that is the publisher, instead of the bookseller who might rely upon the imprint of the book as warrant for its character. The objection made to this proposal was that it would only "pass the buck" in case the bookseller purchased from a jobber instead of directly from the publisher, though, on the other hand, it would lead to the identification of the publisher in the case of pornographic books published without imprint or other identification—not to be found, however, on the counters of reputable booksellers.

The basic principles of any censorship act should be that an incidental phrase or passage naturally involved in the plot of a work and not described in unnecessary and flagrant detail should not be made the ground for suppression of the book, that first the author and then the publisher, rather than the bookseller, should be the person who should be held responsible, that only competent authority should pass upon the essential question and that there should be no unnecessary publicity given to a work as by the wide circulation of the Boston list over the country or by the reading of passages before a jury and so into the public press through the court proceedings. These conditions are unfortunately more easily stated than applied.

(In addition to this editorial resumé there appears on page 2021 of this issue comments by some of the principals in recent censorship cases.

Return to the Campus

THERE used to be so much talk about the younger generation that the subject soon became taboo in all the best-ordered circles. No one wanted to hear about their ideas; no one was interested in their frankness, courage and directness. Those two simple words, "younger generation," were socially out. But an underlying curiosity has continued and it has been consistent in its concentration on the colleges, because, at least so it is supposed by deans and boards, the colleges harbor the most alert of a generation, those most interested in ideas and in testing theories of living.

If books about the colleges accusing and analyzing, and novels recriminating and defending, were the last things anyone wanted to see a few years ago the prejudice has gradually slackened and they have crept back into favor like war books, first slowly, then increasing in number. Now, with the announcement of the Doubleday, Doran—*College Humor* \$3,000 Campus Novel Prize Contest, and the publication this season of Robert Cooley Angell's "Campus: A Study of Contemporary Undergraduate Life," "Undergraduates" by R. H. Edwards and others, and James Anderson Hawes' "Twenty Years Among the Twenty Year Olds" we may accept the college book and the campus novel as something that is again with us. The interesting thing about the contest is its major condition, that the book be written by one of the members of this generation.

The point to be remembered about a contest with such definite demands is that though only one book wins the prize there are in completed form countless manuscripts on the same subject. If the sponsors of the contest do not publish them they will be taken elsewhere. The college novel is headed this way.

SPECIAL DEPARTMENT
ON SELLING CHILDREN'S BOOKS
PAGE 2025
INCLUDING
"IT'S THE CUSTOM"
BY DOROTHY CANFIELD FISHER

English Booktrade News

From Our London Correspondent

The Easter Recess

EASTER in England, as *P. W.* readers may know, is the first public holiday in the year, and after the very trying winter that Britishers suffered, everyone has been looking forward to it. It extends from Maundy Thursday, as the Church calls it, the day before Good Friday, until Tuesday of the following week: four clear days. Fortunately, the Easter holidays this year have been days of perfect sunshine; and there is no more beautiful spot on earth than a sun-bedecked England in the spring. In spite of the Easter Recess, bookselling has been excellent. People have been flocking into the country, but nearly everybody takes at least one book with him these days. It may be only a cheap reprint, but at least it is a book. Moreover, a larger number of people each year seem to be reading books of higher value. The probability is that this year's business is going to turn out as good as any previous year, and from the reports that have reached us from all parts of the country, we should not be surprised if the year is eventually a better year than any previous one.

Booktrade Education

MUCH is being done these days to advance efficiency in printing, and one of the most interesting efforts in this direction is the establishment of a scholarship amounting to £150, given by the Winterbottom Book Co., for those particularly employed in the book-binding trade in the United Kingdom. This scheme will be associated with the London School of Printing. A similar sum has been donated by the Newspaper Proprietors Association to be competed for by compositors living and working within the London area.

The Making of Books

AN interesting volume is announced by Messrs. Isaac Pitman & Sons, dealing with the printing of books from every angle. The author is John L. Young and

he calls his book "From Ms. to Bookseller."

Trade Directory

IT will certainly be a good thing if the British booktrade brings out an efficient directory. There has never been published a real authorized and complete directory of the booktrade and allied interests. We hope, before long, the booktrade directory will be an actual fact, and we are very glad that the scheme is having such careful consideration. Of course, it will mean a good deal of work, but once it has started, subsequent issues will be much easier to compile.

Wine

THE following, taken from the gossip column of a London paper, explains why it is reprinted here. It is a reference to a sale of some fine wines at Christie's. "Just before I left, a quantity of Richebourg Grand Vin 1919, was put up, and I saw in the catalog that the wine was the property of Sir Frederick Macmillan, the publisher. Sir Frederick has two characteristics uncommon among publishers:

- (1) He sometimes writes poetry, and
 - (2) He invariably keeps a clean desk.
- You will find no slightest disorder on Sir Frederick's desk; a few letters in a tray, that is all."

Books and Paper

SPEAKING on the above subject of books and paper recently, Norman Parley said: "The Continent recognizes British paper as the best in the world, I hope that librarians, authors, publishers, press and public will unite to support the movement for securing permanent records of this age we live in. Students of history and sociology know well that important facts are often found buried in comparatively worthless publications. The British Museum and the other five recipient libraries under the Copyright Act, receive all books and papers issued in Great Britain. Last year there was a new book for every hour in the year.

Publishers' Displays at Convention

Under the chairmanship of Eugene Sommer of Berkeley a plan for extensive displays of publishers' lines had been made at the Convention Hotel and this had been carried out by the Coast representatives with great care. Most of the rooms were on the second and third floors, and could be found by walking from one open door to another. In many cases two publishers took adjoining rooms and thus obtained a pleasant sense of spaciousness. The displays were visited by many librarians as well as booksellers. Most of the booksellers, however, had been shown the full lines earlier, and the question of whether these exhibits justify their expense will be judged by the weighing up of the total results. The publishers' representatives certainly entered into the activities of the convention with great zest.

The Stanford University Press made an especially appreciated contribution by arranging, at their own expense, for the display of the "Fifty Books of 1928" as selected by the American Institute of Graphic Arts.

The importance of the Convention was also recognized by several publishers from the East who made the trip in order to be present, Joseph Wharton Lippincott as president of the National Association of Book Publishers, Alfred Harcourt, Benjamin H. Ticknor of Houghton Mifflin Co., C. C. Schepmoes of Oxford University Press, John Macrae, Jr., of E. P. Dutton & Co, Robert F. De Graff of Garden City Publishing Co., Will Howe of Scribner's, Frederic Melcher of *Publishers' Weekly*.

College Novel Prize

A CONTEST with a prize of \$3,000 for the best novel of college life by the college generation has been announced by *College Humor* and Doubleday, Doran and Company. The contest is open to all college boys and girls enrolled in American colleges as undergraduates and to graduates of not more than one year. The story may or may not be an autobiography but it must deal with campus life and college people; it must be a story of youth seen through the eyes of its own generation.

The prize of \$3,000 is for the right to

serialize the story in *College Humor* and to publish it in book form and will be in addition to all royalties accruing from the book's publication. Motion picture and dramatic rights will remain with the author.

The contest will close on midnight, October 15, 1929. Typed manuscripts of 75,000 to 100,000 words (the ideal length is 80,000 words) should be sent to the Campus Prize Novel Contest, either at *College Humor*, 1050 North LaSalle Street, Chicago, Ill., or at Doubleday, Doran & Co., Garden City, N. Y. Both the book and the magazine publishers reserve the right to publish in book and serial form, according to usual terms, any of the novels submitted in the contest. The judges will be the editors of Doubleday, Doran and *College Humor*.

Appleton Co. Thinks Book Clubs Are Harmful

ANOTHER publisher, John D. Hiltman, President of D. Appleton and Company, has entered a protest against the book clubs, although he does not wish his action construed as joining Mr. Macrae and Mr. Stokes in any concerted attack on the clubs.

In an interview with the *New York World* on April 25th Mr. Hiltman said the book clubs' statements that subscribers are getting the pick of the publishers' lists have gulled the public.

The book clubs have hurt the bookseller because they have raised the number of best sellers from five or six a year to at least 24, and as, in his opinion, the book clubs have not increased the regular book buying public the bookseller has difficulty in getting rid of his books. The book clubs make for lazy readers, lazy minds, in that the browsing and choosing are done by the club. The whole question is one of the individual publisher, a business proposition, and he will not refuse, as has Mr. Stokes and Mr. Macrae to allow an Appleton book on the club list. If he could make more on a certain not well-known author by letting the clubs have it, he would do so, he said, but publishers will tend to keep their best sellers out of the clubs.

Mr. Stokes' statement of his attitude and his policy is given in his words on the following page.

No More Books for Book Clubs

Frederick A. Stokes

President of Frederick A. Stokes Company

FROM this date forward, we shall offer none of our publications to the Book-of-the-Month Club, The Literary Guild, and all similar organizations, except when our authors insist upon it. (One contract already made must be fulfilled.)

Our chief reason for this decision is that we are now fully convinced that the interests of booksellers are adversely affected to a serious extent.

The first article of our creed as distributors of books is: We believe in the bookseller. The country's need of efficient and successful booksellers carrying representative stocks of books can hardly be questioned. Injury to them is injury to the entire book world.

These book clubs are doing a business amounting to several millions of dollars annually. While part of this may be due to their creation of new book buyers, they advertise in the same mediums used by publishers generally, and we have reason to be convinced that the greater part of this large volume of business is taken away from booksellers, to their serious detriment and by methods which are at least questionable.

New authors—many of great promise—also are injured because of the concentration of publicity on the so-called books of the month and the difficulty of getting a hearing in competition with the noisily exploited monthly selections. The few chosen are helped; the others, in many instances of greater merit, are finding it increasingly hard to get a foothold.

The system of making selections long in advance of publication has obvious disadvantages. More questionable still is the occasional selection at one time of two unpublished books, one of which is "held in reserve," thus indicating that, no matter what the excellence of books published later may be, the book thus "reserved" must be "a book of the month."

The greater the number of subscribers,

the greater the need of close attention on the part of the club managements to the acceptability of their selections to the average taste of subscribers, with a probable downward tendency in quality.

A long and impressive list could already be made of books of high quality that would have been missed by subscribers limiting their reading to the books chosen for them by the clubs. Better guidance would be provided by booksellers, librarians and literary journals.

Howard Vincent O'Brien in the *Chicago Daily News* has produced excellent evidence to this effect from a pamphlet which, as he says, Christopher Morley, one of the selecting committee of the Book-of-the-Month Club, once wrote, called "A Letter to Leonora." Mr. O'Brien says, "It is a delightful little essay, from which I have culled the following thoughts:

"If I were writing a letter to Leonora today, the one thing I should urge her would be to be a little more of an explorer; to be a little less fashionable; to buy more of the books of which fewer people have heard.

"The much-bruited books, for the most part, will sell themselves; what makes real booksellers happy—and they deserve happiness—is the occasional heaven-sent customer who shows the happy hunting instinct.

"The bookstore is one of humanity's great engines, and one that we use very imperfectly . . . Aren't we ever going to leave anything to destiny, or to good luck, or to the happy suggestion of some wise bookseller?

"One has to struggle hard against one's impulse to make out lists of suggestions for our modern Leonora. But that, after all, is not our purpose. We want Leonora to go pioneering on her own hook.

"The truth probably is that in the matter of stumbling upon the books we most need, and very often don't know we need, we all require help. And better than

all the help the mandarins of letters can give us is what a great and well-stocked store does in simply having the books there.

'So the best I could do for Leonora is to try to inoculate her with the bookstore habit, dropping in and browsing round and asking questions. And when I hear that Leonora has bought a book, not because she has heard of it—but because she has *never* heard of it and it looked interesting—I shall know how she's grown.'"

While the eminent judges are doubtless sincere and generally of high attainments and character, it seems physically impossible for them—especially in view of their other activities—to read many except the comparatively few books which are permitted to reach them. Furthermore, certain publishers have for some time been unwilling

to offer them the work of authors who have already earned a great following. Possibly, in view of recent occurrences, the prominent authors and critics who serve as judges may question the wisdom of lending the prestige of their names and portraits to ventures of dubious value to the book interests of the country.

We have no exaggerated ideas of the importance of the step we are taking, which is free from animosity, taken without conference with other publishers and uninfluenced by the fact that some of these clubs have refused such works as we have offered them. We regard it as a step demanded at this time by sound publishing policy, in keeping with our attitude of years toward booksellers and librarians and with our wish to have the courage of our convictions.

Sidelights on Recent Censorship

*Some of the Principals in Recent Censorship Cases Are Interviewed
by the Publishers' Weekly*

"**T**HE WELL OF LONELINESS," "An American Tragedy" and a pamphlet, "The Sex Side of Life," were passed upon by various courts during the last week. In only one case was the defense successful in having the accused book acquitted—the "Well of Loneliness" receiving the following verdict: ". . . After a careful reading of the entire book we conclude that the book in question is not in violation of the law and each of the defendants is acquitted." The men who gave this decision on April 19th were Judges Healy, Salomon and McInerney sitting in the New York Special Sessions Court. In speaking to the *Publishers' Weekly* concerning the acquittal of the book and himself as the defendant who sold a copy of the book to John S. Summer, secretary of the Society for the Suppression of Vice, Mr. Friede expressed his pleasure in the verdict, and announced that the book would immediately be placed on sale throughout the country. Morris L. Ernst, who was the defense attorney in the case, not only expressed his satisfaction at the outcome, but went further, saying: "In my opinion if the raided booksellers (Macy,

Brentano, Doubleday Doran shops) would exercise their legitimate right and proceed against the New York Society for the Suppression of Vice for illegal raids and for malicious prosecution, it would about put the Society out of business." It will be remembered that several years ago such a proceeding was won by a bookseller in the well-known Halsey case.

Despite the gratification of the opponents of censorship in the "Well of Loneliness" case there was ample cause for surprise and shock in the decision rendered by a jury in the Massachusetts Superior Court on April 18th when they found Donald Friede guilty of violating the Obscenity Law in selling a copy of Dreiser's "An American Tragedy." Although the sale was made two years ago, during the Boston censorship orgy of 1927, the case reached the Superior Court only last week. Mr. Friede is to be sentenced on May 13th. However, Judge Hayes, before whom the case was tried, has allowed Mr. Friede's attorneys until June 1st to file exceptions which will take the case to the State Supreme Court. At the time Mr. Friede sold the book in Boston he was a member

of the firm of Boni & Liveright, and was acting for them as the publishers in order to provide a test case. Although Mr. Friede has since withdrawn from Boni & Liveright (now Horace Liveright, Inc.) he went through with the case he had started. Clarence Darrow and Theodore Dreiser were present at the trial, but their testimony was so limited by the court as to be ineffective. *The Publishers' Weekly* interviewed Mr. Dreiser, asking what his testimony would have been had he been allowed any latitude on the stand. He replied that he had merely wished to point out the similarity of the story in "An American Tragedy" to scores of tragedies reported in the daily press, and to show how it was necessary for one to read the entire book in order to form a proper opinion of the place held in the context by the alleged obscene passages. He added that he had been placed on the witness stand also to speak of the tendencies in modern literature, and to imply that "An American Tragedy" was not at all unusual in its choice of subject matter and facts.

Arthur Garfield Hays, who with Thomas D. Lavelle, defended Mr. Friede for the sale, in speaking to the *Publishers' Weekly*, said that as attorney he was barred from getting into the record testimony to the effect that only intelligent, mature persons would get and read the book, on account of its length and the manner in which it was written. Mr. Hays in speaking of the Massachusetts Censorship situation generally said that the methods of selecting a jury in that state are defective, and were particularly so in this case. As attorney for the defense he was entitled to challenge two jurors, but if he did so he must do it merely because he did not like their looks, because he was not allowed by the law to put any of the questions he considered necessary to the jurors. Leading, significant, and necessary questions he was not permitted to put to the prospective jurors, and this greatly handicapped the selection of a capable jury. The jury to decide whether "An American Tragedy" was obscene was finally composed of an auto washer, a painter, a janitor, a hatter, two machinists, two clerks, three salesmen and one treasurer.

Mr. Hays expressed the opinion that had "An American Tragedy" been pub-

lished and sold this year instead of in 1927 it would not have been prosecuted. He pointed out however that this was no guarantee of safety for Boston booksellers or a guarantee of relaxation in the censorship, for as long as the present obscenity law remains on the statute books it remains a menace that can be used against the bookseller at the discretion of the District Attorney.

The third case to be decided during the week was "The Sex Side of Life," a pamphlet written for adolescents by Mrs. Mary Ware Dennett, a Brooklyn woman. Mrs. Dennett in 1918 wished to supplement the verbal information on sex that she had given to her two sons, then eleven and fourteen years of age. After examining 60 pamphlets and books on the subject and finding no exposition of sex that she believed suitable for her children, she wrote a manuscript herself on the subject. Other mothers in the neighborhood approved of her manuscript, and the editor of the *Medical Review of Reviews*, hearing it highly praised, asked Mrs. Dennett to submit it for publication in his magazine. In 1919 it appeared there, and on the request of the editor and numerous doctors, social workers, and sexologists she reprinted it in pamphlet form, and has for ten years been selling it at 25 cents per copy, making, she asserts, no profit on the transaction, but rather, suffering actual financial loss. It has received high praise and sanction from the Y. M. and Y. W. C. A., and twenty-five thousand odd copies have been distributed to adolescents by these two organizations. It is compulsory reading matter in at least one public school system, Bronxville, New York, and is used as a text by numerous colleges and at least one religious seminary.

Mrs. Dennett was indicted in January of this year, ten years after publication of the pamphlet, by a Federal Grand Jury in Brooklyn for sending obscene matter through the mails. After several postponements, at least one of which the local press says was caused by the dislike of New York judges to hear the case, the case came before Judge Burrows, a visiting Connecticut judge, in the Brooklyn Federal Court, on April 23rd. The Assistant District Attorney prosecuting the case, James E. Wilkinson, was sustained

in his objections to the introduction of testimony from religious and social workers as to the manner in which the book was distributed, and all such testimony was excluded. Judge Burrows also charged the jurors not to take into account the motives Mrs. Dennett had in writing the pamphlet, that her motive may have been of the best, and yet she would be guilty. He also charged them not to take into account the testimonials from Havellock Ellis and other experts which had been read into the record by the prosecutor since these were only excerpts and there was no evidence in court to prove they were true. The jury after a short deliberation found Mrs. Dennett guilty.

Morris Ernst, Mrs. Dennett's attorney appeared before Judge Burrows on April 25th and argued for his motion to have the judge set aside the verdict of the jury. The judge replied that he believed the jury had reached the right decision, and he refused to set aside the verdict or to allow briefs to be filed with him in the case. Although Mrs. Dennett was to have been sentenced on the 25th, imposition of sentence was postponed to April 29th. Her conviction makes her liable to a sentence of 5 years in prison and a \$10,000 fine or both, but it is generally assumed her sentence will be light. The conviction has aroused a great deal of attention in the press, and there is considerable indignation at the conduct of the prosecuting district attorney and the judge who kept what it is believed were pertinent facts from the jury.

It is understood that Mr. Ernst will appeal the case to a higher federal court, probably the United States Circuit Court of Appeals sitting in New York City.

A Note and a Communication About Books as Premiums

A MONTHLY magazine published in New York, *Plain Talk*, has recently advertised for subscribers by offering as an extra inducement free membership in the magazine's new "Plain Talk Reading Club." Membership in the Reading Club entitles the subscriber to receive each month a recommendation of several volumes which the editors of *Plain Talk* consider "interesting and important," and the privilege of buying any of these books

from the club at a discount of 25% off the regular retail price. Purchases are not limited to recommended books—any book published can be had by the subscribers at the reduced price. For March the club recommended seven volumes: "The Case of Sergeant Grischa" Zweig, *Viking*; "Joseph and His Brethren" Freeman, *Holt*; "Peder Victorius" Rolvaag, *Harper*; "The Snake Pit" Undset, *Knopf*; "Elizabeth and Essex" Strachey, *Harcourt*; "You Can't Print That" Seldes, *Payson*; "Zola and His Time" Josephson, *Macaulay*. Both the regular price and the club price, 25% lower, appear opposite the selections.

Concerning the matter Arthur Brentano, Jr., has addressed to the *Publishers' Weekly* the following:

COMMUNICATION

Editor, *Publishers' Weekly*:

There is competition and competition. Some of it is clean-cut, and fair, some of it is throat cutting. Of the latter, in all probability, the new plan of *Plain Talk*, a magazine published in New York City, is one of the most outstanding recent examples.

Plain Talk is offering a 25% discount to subscribers who buy books through the Plain Talk Reading Club. *Plain Talk* in all probability is not particularly interested in making a profit, because we of the booktrade well know that it can't be done at these prices, but *Plain Talk* apparently is not interested either in whether or not booksellers make a profit. It may be that the editors of the magazine are not aware of the great harm that things of this sort must do; it may be that the publishers represented in the first reading list of this organization are not aware of the fact that they are making it easy for this magazine to start a price cutting campaign. One thing, however, is most certain, and that is, that the magazine will get little or nothing out of this very bright idea, and that the booktrade is once again faced with the temptation of having to compete with price cutters on their own basis, a disastrous thing for the retail bookseller to do, and one that will lead to red ink on many a balance sheet.

ARTHUR BRENTANO, JR.

CHARLES SCRIBNER'S SONS

The following price changes are effective May 1st:

- Ames, "Reef and Trail," from \$1.50 to \$2.00.
 Bacon, "Smith College Stories," from \$1.00 to \$1.75.
 Beard, "Black Wolf Pack," from \$1.65 to \$1.75.
 Bok, "America Give Me a Chance," from \$1.50 to \$2.00.
 Boyesen, "Norseland Tales," from \$1.65 to \$1.75.
 Boyesen, "Boyhood in Norway," from \$1.65 to \$1.75.
 Boyesen, "Modern Vikings," from \$1.00 to \$1.75.
 Brooks, "Lem," from \$1.50 to \$1.75.
 Brooks, "Boy Emigrants," from \$1.50 to \$1.75.
 Brooks, "Boys of Fairport," from \$1.00 to \$1.75.
 Brown, "The Hallowell Partnership," from \$1.00 to \$1.75.
 Burnett, "Fair Barbarian," from \$1.00 to \$1.75.
 Erckman-Chatrian, "Conscript," from \$1.00 to \$1.75.
 Grant, "Jack Hall," from \$1.00 to \$1.75.
 Grant, "Jack in the Bush," from \$1.50 to \$1.75.
 Gray, "Black Eyed Susan," from \$1.60 to \$1.75.
 Gray, "Old Mary Metcalf Place," from \$1.60 to \$1.75.
 Gray, "The Other Miller Girl," from \$1.60 to \$1.75.
 Gray, "Bouncing Bet," from \$1.60 to \$1.75.
 Gray, "The January Girl," from \$1.00 to \$1.75.
 Gray, "Rosemary Greenaway," from \$1.00 to \$1.75.
 Gray, "Elsie Marley, Honey," from \$1.00 to \$1.75.
 Gray, "Rusty Miller," from \$1.60 to \$1.75.
 Gray, "Kathleen's Probation," from \$1.60 to \$1.75.
 Greeley, "Arctic Heroism," from \$1.00 to \$1.75.
 Grinnell, "Trails of the Pathfinders," from \$2.00 to \$2.50.
 Havard, "The Regicide's Children," from \$1.00 to \$1.75.
 Havard, "Settlers of the Wilderness," from \$1.60 to \$1.75.
 Havard, "Where the Trail Divides," from \$1.60 to \$1.75.
 Havard, "Fighting Westward," from \$1.60 to \$1.75.
 Hemstreet, "The Story of Manhattan," from \$1.25 to \$1.75.
 Hill, "My Wonderful Visit," from \$1.00 to \$1.75.
 Holder, "Living Lights," from \$1.75 to \$2.00.
 Hook, "Little People," from \$1.75 to \$2.00.
 Houghton, "Russian Grandmothers Wonder Tales," from \$1.75 to \$2.00.
 Johnson, "End of a Rainbow," from \$1.75 to \$2.00.
 Lanier, "Boy's Froissart," from \$2.25 to \$2.50.
 Lanier, "Boy's King Arthur," from \$2.25 to \$2.50.
 Lanier, "Knightly Legends," from \$2.25 to \$2.50.
 Lanier, "Boy's Percy," from \$2.25 to \$2.50.
 Lynde, "Cruise of the Cuttlefish," from \$1.60 to \$1.75.
 Lynde, "Golden Spider," from \$1.60 to \$1.75.
 Lynde, "Dick and Larry," from \$1.60 to \$1.75.
 Lynde, "Donovan Chance," from \$1.60 to \$1.75.
 Miller, "Black Phantom," from \$1.60 to \$1.75.
 Paine, "Steam Shovel Man," from \$1.00 to \$1.75.
 Paine, "Campus Days," from \$1.00 to \$1.75.
 Paine, "Fugitive Freshman," from \$1.00 to \$1.75.
 Paine, "Head Coach," from \$1.00 to \$1.75.
 Paine, "Sandy Sawyer," from \$1.00 to \$1.75.
 Paine, "Stroke Oar," from \$1.00 to \$1.75.
 Renninger, "Rustem," from \$1.75 to \$2.00.
 Slosson, "Fishin' Jimmie," from 60 c. to 75 c.
 Spearman, "The Mountain Divide," from \$1.00 to \$1.75.
 Stockton, "Jolly Fellowship," from \$1.50 to \$2.00.
 Stoddard, "Dab Kinzer," from \$1.50 to \$2.00.
 Stoddard, "The Quartet," from \$1.50 to \$2.00.
 Stoddard, "Among the Lakes," from \$1.50 to \$2.00.
 Tomlinson, "Strange Gray Canoe," from \$1.00 to \$1.75.
 Tomlinson, "Land of the Caribou," from \$1.50 to \$1.75.
 Verne, "Floating City," from \$2.00 to \$2.50.
 Verne, "Hector Servadac," from \$2.00 to \$2.50.
 Verne, "Giant Raft," from \$2.00 to \$2.50.
 Williams, "Adventures of a Freshman," from \$1.00 to \$1.75.

N. A. B. P. Moves

NEW YORK CITY.—The National Association of Book Publishers has completed its removal to its new offices and should be addressed now at 347 Fifth Ave. The telephone numbers are Ashland 1871, 1872, 1873.

Obituary Note

MRS. W. K. CLIFFORD

MRS. W. K. CLIFFORD, English novelist, died in London on April 21. Mrs. Clifford, Lucy Jane, was born in Barbados. Through her husband, a distinguished British mathematician, she was a friend of Darwin, Huxley, Tyndall and Spencer. The death of her husband in 1879 compelled her to turn to writing for a living. Her early collection of stories for children, "Children Busy," appearing soon after "Alice in Wonderland" was attributed, since it appeared anonymously, to Lewis Carroll. Mrs. Clifford's best known book was "Mrs. Keith's Crime" which appeared in 1885. Most of Mrs. Clifford's novels appeared anonymously, and were often believed by the public to be the work of other prominent writers. "A Modern Correspondence" was attributed to Mallock, to Rhoda Broughton, and Olive Schreiner. "Aunt Anne," "Love Letters of a Worldly Woman," and "The Last Touches," were among her most widely read books, and her most notable play was "The Likeness of the Night."

Business Notes

CHARLOTTE, N. C.—The Community Book Shop has been placed in the hands of a receiver, and Henry E. Fisher was appointed as such by order of the court.

NEW YORK CITY.—French and European Publications, Inc., 49 West 46th Street, has been organized to supply the trade at wholesale prices and will carry an extensive stock of current and standard French books.

NEW YORK CITY.—The Liveright Bookshop has moved to 21 West 51st Street, from its former location at 4 West 49th Street. The new telephone number is Bryant 4342.

SHORT HILLS, N. J.—Elizabeth C. R. Moffat is continuing the Studio Book Room, handling only choice books, prints, and similar items.

BERKELEY, CALIF.—Evelyn Prentiss is the manager of The Bishop's Bookshop, at 2480 Bancroft Way. A general stock of second-hand books, fine editions, foreign books, texts, and circulating library are carried.

Books for Boys and Girls

A Monthly Department

The Third of a Special Series of Four Spring Issues, Cooperating with Publishers, Booksellers and Librarians in Emphasizing the All Year Round Possibilities of the Field of Selling Children's Books

It's the Custom

Dorothy Canfield Fisher



AREN'T traveler's tales interesting? And unexpected! I remember one somebody told me years ago—it's a little dim in my memory now as to details, but the substance is still clear—about a country he'd visited recently where families gave their children all

their shoes for a year on the 23rd of February.

"All?" I asked, surprised. "All the shoes they have for a whole year? However do they manage? Children's feet grow so fast. I should think shoes bought for them in one October would be much too small before October of the next year had come around."

"They are," he told me. "That's a real difficulty of their system. An attempt is sometimes made to get around that difficulty by getting the supply of shoes too large, in the hope that their feet will grow up to them in the course of a year."

"But I should think," I objected, "that shoes too large would be as bad for their feet as too small—corns and bunions and blisters and all sorts of foot troubles come as much from shoes that are much too big as from those that are too small."

"Yes, I know," he said, "I thought of

that, too. I asked about it. But you know how it is with natives of any country. They never see anything odd in any of their customs. They didn't seem to know what I was talking about, because in the back of their minds was the idea that you couldn't manage the matter of children's shoes in any other way. So I just noticed for myself how it was managed. It was quite simple. During the last part of their year the children hadn't any shoes that fitted them, so they went barefoot. The smaller ones that had been given them were quite outgrown in a few months, of course, and the bigger ones they'd tried on, occasionally, enough to get them worn and scuffed—quite unpresentable and unwearable. So they didn't wear shoes at all."

"Isn't that rather hard on them?" I asked, "At that time of the year?" "Oh, they seemed to get used to it. Children can get used to anything. Of course, their health wasn't any too good during those winter months, but they mostly survived."

I was lost in wonder at the unreason of the whole proceeding, "But what ever makes people act so?" I inquired, "What is the point? What's their idea?"

"Idea?" he inquired, surprised at my naiveté, "Idea? Point? There isn't any idea or point. It is their tradition! You know how helpless people are before a tradition or a custom. They always have managed it that way. How can they change?

The shoe-factories are all adjusted to that scheme, too. They don't manufacture children's shoes except during a couple of months during the period just before the national annual distribution. They told me they couldn't make shoes at any other time of the year. No sale for them—although crowds of children might be running around bare-foot before their eyes. But there's nothing to be done about it, of course. It's their custom."

Do you know, now I have written this all down it doesn't sound quite right to me. I must have remembered it wrong. Was it hats the people in that country gave their growing children once a year? Yes, I do believe it was hats and not shoes. It seems to me as I think about it that I can even remember the picture my informant gave of hats which at one time of the year came down over the children's ears and rested on the backs of their necks, and later on were so small they sat up on top of their heads like pill-boxes.

No, no, I've still got that wrong. I remember now perfectly. Queer I should have let it get so twisted and transposed in my memory. It wasn't a returned traveler. It was a book publisher from New York who was up here in the mountains one summer and who told me that he published children's books only once a year because they could only be sold in December before the 25th. When I cried out incredulously on the oddity of this custom, he explained that children had only one ration of books served out to them yearly, on Christmas Day. No matter how much they grew and changed before the next winter came around, and how useless to them in September were the books that had fitted their tastes the Christmas before they never had any more given them. Not

until December 25th when a fresh supply for a year came in.

If the parents and aunts and uncles are unusually thoughtful and wise—he said—they sometimes consider the possibility that the children may grow mentally before the

appointed day for more books and give them books that are too old for them now, in the hope that at some time during the coming year they may be fitted.

But that doesn't work. Children never leave any new book unopened. All the Christmas books are soon sampled. The ones that are too old are a dismal disappointment to the children. After a bewildered struggle with incomprehensible pages the book is laid aside. Often it is laid aside forever. Yes, it is still there, visible to the physical

eye, tangible to the hand, but it is wrapped around with an invisible tissue of repellent mental associations. On a rainy day in June, a child loiters around the house looking for something to read:—do you remember your own childhood so little as to think that he will take another try at the book which he opened with high hopes in December and which gave him a head-ache? No, that's the last book he'll look into. He'd have to be shut up on a desert island with it to make him open it again. Many grown people carry to their graves such book-detestations due to a wrong introduction given them in childhood. It takes years to forget such a bad start and to become capable of giving such a misjudged book a fair trial.

Even if the book isn't read at all at Christmas time, the very look of it standing around on the shelves waiting and waiting, stales it to the imagination. A new book, just come into the house is ten times as attractive to any human being. Just try keeping a too-sophisticated novel fresh from



DOROTHY CANFIELD
FISHER tells here a traveler's tale that will, we hope, make your hair stand on end. It is a tale that should be told in every home. So strongly do we believe this that we will make reprints of the article which we hope you will in turn supply to every family on your mailing list.

the press out of the hands of a boy or girl who wanders into the living-room and finds it lying on the davenport. Such a book is a magnet. But a book that has stood long enough on the shelves weaves a spider-web of oblivion over itself, so that the eye passes over it as though it were not there.

"Mother, I can't find a thing to read. I've read everything in the house! "Why, Pete, there's that lovely edition of 'Don Quixote' your Uncle Elmer gave you last Christmas. You've never looked inside it. Now would be a good time to settle down comfortably with it."

If you've ever had a Pete, you know what he now does. He puts his hand up irresolutely towards the volume, stands looking vaguely at it, struggling (not very hard) with some queer inhibition and says, as if escaping a danger, "Oh gosh, I believe I'll go over to Ed's and see what the gang is doing today."

In other words he is running barefoot—going without any books at all, Pete is one of the people who will never read "Don Quixote," because they are sure beforehand it would bore them.

No, I'm not the one who is saying all this. It was that publisher. When he finished I asked, "Wherever did such a queer idea get started? People don't buy anything else for growing children on this once-a-year basis. Why under the sun should they do it with books? Children's minds and personalities certainly grow as fast—to put it mildly—as their feet. Nobody would think of cramping a child's feet into shoes a year too small for him. Nor of making him drag around in a pair of boots big enough for his father. What ever made people think of such an odd idea as buying books once a year for children?"

The publisher answered, "It is the custom." Solemn words, solemnly uttered. I recognized their weight and was silent.

"Of course," my informant went on, reasonably, "There are undoubted advantages which you have perhaps overlooked. Its much less trouble for a parent or guardian to select the books for a child's whole year and never think of the matter again."

"But it would be less trouble as far as that goes," I cried, "to pile up in a store-room once a year all the food a child would need for the coming year, give him the key to it and think no more about his nourishment." "So it would!" he exclaimed, "I'm struck by the similiarity of the two ideas. That system of feeding children would be infinitely less laborious than preparing their food over and over every day. Perhaps this 'annual' system might be extended to food as well as books for children." He added thoughtfully, "And there's another great advantage. It's so much cheaper! It would cost good money if a parent really kept track of his child's mind as a good mother does of his weight and digestion, and when the boy was ready to emerge from fairy-tales to adventures bought him "Treasure Island" and "The Black Arrow" to own. Or later, when his appetite for pirates and blood-shed diminished and his personality had grown to a capacity for emotion and humor and mystery, if his father brought him home "The Pickwick Papers" and a volume of Dunsany's plays, think what an expense it would be. It's much more economical, when he gets tired of the books he has had, to let him go without books, read the comic strips, or pick up copies of "Tarzan" in his chum's house. You could buy a good bond with what you'd save by such book-economies in the course of the child's growing-up.

"But look here," said I, "You could buy a lot of bonds with what you spend in the course of a child's growing up, for oatmeal and milk and spinach and fruit and—"

"I told you this was the *custom!*" he said weightily. And I realized that there was no more to say.





Selling Children's Books in June

Pauline Sutorious Aird

JUNE is your last chance to prove year-around selling of children's books, and if you would not have your shop open during July and August merely for the privilege of paying rent you must work well and fast. It is rare that a bookshop shows heavy selling in June, and you must therefore think of all the different types of people likely to want children's books during this month and be open-minded to the least fifty-cent ripple on the all too calm surface of your sea. It is a case of scorning not the lowly violet but of grasping at everything that looks as though it might blossom into a summer flower. June becomes significant as a bookselling month only as you use it for the future:—but, after all, is this not true of all months and of all sales? A \$2.00 sale to a passer-by earns nothing for your shop unless it makes a good customer for you. There is such a thing as a \$2.00 sale which might better not have been made—it was too expensive.

While applying the "rule of the plug" referred to in my article of last month, I suggest June and all other summer months as the time to take home books you have always meant to read. The few books which are to be found on the publisher's spring lists have all been read by now—(unfortunately they are still so few in number that only a short time is required to dispose of them)—and you cannot possibly keep up with your reading if you do not utilize these few quiet months. It is not only intelligent, it is commercially valu-

able to know what types of books children like and why. I think comparatively few sellers of books for young people really knew what children like to read.

At this point I should like to digress a bit to bring up the question of the early publishing of fall books in its relation to the year around selling of children's books.

As a bookseller who believes that a specialist is expected to have read a large proportion of his stock, I should like to express the opinion that early publishing of the Christmas books is of vital importance, and I would like to see this considered even before general year around publishing.

Each year late August and early September are made hideous for me by a shop full of galleys—my home is strewn with them and that pastime of all proper people, reading in bed, is quite denied me because galley sheets slip and slide in so unmanly a fashion. I see all my publisher friends smiling superciliously—they no doubt are able to eat and sleep with them—but the common or garden variety of bookseller like myself likes a nice tidy little book, or at least page proof. But more important than this is the fact that one is ever reluctant to list children's books which one has not seen in its completed state. General format is of vital importance in books for the young. So the question is, can fall books not be published from August first on without fear that they will have lost their savor and

become stale before Christmas or that enough copies will not be ordered by booksellers to cover printing bills? Answers to both of these questions would seem to be largely in the hands of the publishers.

If this early publishing of the fall books could be effected, possibly the spring books, in the case of most publishers a very small list, might be published, one or two a month, from January on. Then the educational part of the year-around selling could be worked *after* Christmas as a follow-up on the Book Week work which comes before the Christmas rush. I do not mean a standardized campaign—each bookshop can contrive many ways to attract parents which will suit its particular locality—but it would mean an earnest effort twice a year with the spring campaign of a less organized type. Many book people have testified that sales from Book Week activities are not actually noticeable until later. Perhaps the spring selling—with a few fresh books “trickling” along from February to June and the fall book *news* available earlier than we are now accustomed to have it—could be the final harvest reaped from Book Week; the “buy *more* children’s books” part of the campaign, while Christmas is the “buy *better* children’s books” part.

The early publishing of the fall books is practised to some extent and also the gradual release of spring books, but I wonder if it is done as much as is possible.

The three features to be worked over for May, travel, graduation gifts and summer reading for schools, mentioned in my article of last month, all apply to June, only in greater measure. Graduation gifts are salable all through the month, and the travel table should be alive until after July first.

Last month we noted the fact that the summer reading lists of schools were a genuine source of income to a shop or juvenile department. The privilege of placing the name of one’s shop on these lists as the place at which all recommended books can be purchased is one for which to work. It is often the means of bringing in customers who have never before known the shop, it is an excellent direct contact with the children themselves, who usually, in an endeavor to buy the “thinnest” possible amount of required reading, come in

to make their own selections, and it is a chance for educational work. The average teacher visits your shop perhaps twice a year unless you go out of your way to make her feel at home. Most teachers think they wish to “merely look around” and one needs to be exceedingly tactful about not leaving them alone to too great an extent. My own experience is that professional people who feel that they know more about a subject than the bookseller does are nevertheless grateful to be told of new material and to be given a chance to judge for themselves. The wise bookseller will urge teachers to review new books for her, will consult her as to the grade in which a book might be used and will in every way force cooperation, always tactfully, between schools and her shop. This same wise bookseller will learn something about the red tape of school and library funds and will realize that a teacher has neither time nor inclination to sit hours in a shop to read a book, nor will she pay \$2.00 from her own pocket for a book which may not be suitable. I have sold many a book by allowing a week-end perusal of it. Any Fifth Avenue shop will send you a \$200 coat on approval. Why are we booksellers so conservative about a \$2.00 book? Remember, it often means books for the whole class. Are booksellers in general realizing that the modern school goes far afield from the old text-book in its choice of class material? As only one example of many, I sold 20 copies of “Alice in Wonderland,” illustrated by Tenniel (Macmillan \$1.75) for classroom work last year to a well-known school in New York.

Before this last statement is even read I hear on all sides “What of discounts?” And so the following question arises—Who is the logical source of supply for the library and school? Is it the bookseller or the publisher? The answer to this cannot be given in a single sentence, but I should like immensely to hear this discussed pro and con at some future convention. I am personally of the opinion that the bookseller can give the best service, but most booksellers seem to feel that they cannot afford the required discount. I believe that this is a subject on which booksellers should come to some agreement, a more or less standard discount, and I think that

the volume of business done with the extra non-discount trade it inevitably brings is worth the effort. However, that may not be the case of all types of shops. Cannot opinions be expressed by the trade?

In all this selling of graduation gifts, travel books and summer reading lists of schools unusual care should be taken to watch for new customers and to note summer addresses. Parents are apt to forget that children read in the summer after vacation has ceased to be a novelty, and many welcome the receipt of books at regular intervals at their summer homes. If you have a circulating library for children do not fail to use it for this purpose. Do not lose your customers from June until October,—it is not necessary. You may not wish to spend money to get new ones, but it costs nothing to keep old ones.

Remember the camps. They are buying books and are now considering libraries as part of their equipment. Any one of the quality magazines has a splendid list of camps advertising in their May and June numbers and there are more complete lists to be purchased.

I have mentioned only the most obvious ideas for June selling, but there are many special types of selling which have been neglected during a busy year and which can be worked over in May and June to good advantage. As only one example, remember the collector of modern first editions. More and more parents are becoming impressed by the idea of first editions for their children. This has no doubt

been helped by the recent sale of the Alice manuscript and the value of Milne. An excellent chance for educational work along this line which can also be a source of income to your shop is to teach parents that first editions of other than the obvious money-making authors are of interest to boys and girls. Personally, I think collecting of first editions *as such* is a sophisticated pastime and therefore not much of a young person's sport, but if *parents* are interested enough in their children's libraries to build for the future by trying to collect the best of the new books in their original issues a bookseller can have a splendid time helping along this good work. There is also the fact to be remembered that the collecting of modern firsts has a great vogue in college, and that these young people are not too far away from childhood to look back with genuine interest on their books of ten years before. They will, therefore, appreciate all that has been done for them in the way of preserving books of that time.

The spring is an excellent time to check up and be sure that customers who are likely to be interested in this type of collecting have not missed an important book of the fall.

And finally the whole idea is to realize that children read every month in the year, and that libraries circulate books every month in the year, and that, therefore, you can sell books every month in the year. If you sell books every month of the year, the publisher will print them for you.



Selling Children's Books in Summer

Harriet Salt

Head of the Children's Department of Brentano's, New York

HOW to sell more children's books through the year is a subject that should interest all booksellers who make any attempt at carrying children's books at all. Of course, the Christmas season settles its own problem, it is a season when just to have the stock on hand and enough people in the department to take care of the customers is sufficient to bring a good return; this being the case, some stores cater to children only at this time of year. It requires very little personal service, the books are sold quickly, and the customer is gone, perhaps, for another year; but, as children read just as much through the year, it shouldn't be necessary after the month of December for the children's departments to "Fold their tents like the Arabs and as silently steal away" until another fall rolls around.

It is true there will always be more books bought in the fall of the year, as they make such excellent gifts, but that is no reason why any shop should be satisfied to let it go at that. Very soon the Christmas books are read through, and the children are ready for another supply. Where are they to come from? They must either be borrowed or bought, and if they are well represented and displayed in the stores all through the year probably more will be bought than borrowed. Then, too, there are gifts to be made all through the year—on special days and occasions.

But selling books through the year and especially in what are considered the duller months of the year, the summer months, is quite a different problem from selling them in December. It is a problem which requires concentrated effort and thought. First of all, I think it would be well to get away from expecting a dull season. Having that off our minds, we shall then be free to put forth every effort to make the summer a season for bookselling, too, as far as it can be done at that time.

Since children are with us all through the year why not sell books for them in all seasons? It is commonly said that children stay out of doors more in the summer time. Yes, they do, they have more time for it, but they also have more time for reading since their time is their own. Being relieved of their school duties and, as reading is a pleasure and not a duty, children enjoy reading in a hammock or under a tree as much as curled up in the easy chair indoors. They are playing or traveling mentally with their many friends and companions found between the covers of a book, and will lose themselves completely until the children "next door" or "across the way" come to invite them to more active pastime. But they will return again to their book friends just as soon as they are left to themselves once more.

Therefore a good deal of selling can be done in the month of June when the summer vacation is about to start and parents are putting in a supply of reading in advance. Then, too, there are always certain titles which children are required (by the schools) to read during the summer months, and, as these are purchased at this time of year, it brings a number of people into the store, and that offers a splendid opportunity for selling other books for other members of the family.

But as I have mentioned before, it does not take very long for the supply to diminish and for the time to come round for new material. That is when a list of summer reading selected and made up for your own customers proves worth while. These lists may be mailed to your customers or enclosed with their purchases to be used for further reference. The chances are that books will be selected from the list and sent for through the mail.

How to advertise without spending too much money is a grave question all through the year, and, as extensive advertising in



The children's department of Brentano's 47th Street store in New York

the summer does not pay, probably the best form of advertising during that time is the sending of individual lists. It is a direct method, and, when mailed to your selected list of customers, it reaches the people whom you know to be most interested and will bring the best returns with the least expense. Customers like the individual attention evinced by the sending of a well-selected list. Having a list convenient, more people would be encouraged to order by mail while out of town, as they could send for particular titles, while, if they were obliged to send for suggestions, they would be apt to defer the matter or make the books which happened to be on hand suffice until they returned to town. A list of this kind would also be of service to those people who spend most of their summers in town, as it would help them to select from all the hundreds of titles those books which children would enjoy most in the spring and summer. Many customers appreciate such service especially when they are purchasing for children other than their own and need help to select the right book. Such a list would

be remembered on subsequent trips to the store.

As to the types of books that are popular with children in summer. Besides fiction, there is great interest in books on travel, occupation, camping and woodlore. At last there are several books on travel for boys and girls, books which were very much needed for some time, and these may be stressed at this time, for those who expect to travel and those who enjoy traveling mentally. Besides those books which are written for the purpose of pointing out interesting places to go to or things to do while abroad, there are also many good stories in which the scene is laid in other lands and these books make very interesting reading aboard ship. Stories of our own country, of California, for instance, or of the Maine coast or Nantucket, all make interesting reading for those who have been to these places or who anticipate going there. Histories of other countries also are appreciated for their descriptive matter and make the well-known places of interest more interesting. The young travelers feel that they are not looking at

something for the first time, but rather that they are greeting an old friend they have been waiting to see. This particular type of book furnishes plenty of opportunities for increasing the sales in the summer months. There is an ever increasing demand for books of travel at vacation time.

Then, too, so many children go to camp in the summer that subjects like "How to Pitch a Tent," "How to Cook Outdoors," "How to Make a Fire" with which they must be familiar, are of interest to children in the spring. Most boys like to make things and welcome the handy books on outdoor crafts and woodlore. A boy likes to know how to build a boat or how to make a model aeroplane, and what better time is there to give him a book on a subject like this than when he is spending so much time outdoors and has plenty of room to move around in and can make as much noise as he likes experimenting with hammer and nails.

There is also some business to be done with the pastime and novelty books: things to cut out, to put together, to color, etc., which can be done alone or in groups, are always popular and fill in many long summer hours in the country or in town. They are appreciated at all times, but especially on rainy days when little fingers and minds must be kept occupied. All mothers can be appealed to because of their past experience with their children on such days. So it is well to have a supply of this kind of books on hand, and, as the profit on these books is somewhat better than on other books, it is well to encourage them in the department.

As a great part of the summer purchasing is done in June before the family leaves for the mountains or seashore, it is a good plan to have an especially nice display of timely books and, when it is possible, to have a window display also. These books should also be easily accessible in the department, displayed on tables where possible so that they may suggest themselves to prospective purchasers.

Of course, parents are the purchasers in most cases, but that does not mean that they select only what appeals to them. Most parents allow the children to select their own reading, if it is only indirectly,

so you will find a customer who will tell you the type of book in which the child is interested, animal stories or fairy tales. In that way, although the parents do the actual purchasing, the child to some extent is making the selection.

When children come into the shop it does not take them long to find what they like. In fact, the trouble is for them to choose the few they may have from all those they would like to take. But unfortunately not enough children come into the store. When they do, they are very direct, and, in a very short time, find the shelves in which they are most interested. They can find a great many books they like in a comparatively small area of the shop. Perhaps two or three sections of shelves will furnish material enough to interest some children for their entire stay. They are interested usually in one particular kind of book at a time and will give all their time to that variety. Of course, when they come in again you, perhaps, will find their tastes running in a somewhat different direction, influenced to a great extent by the last book they read and liked. If it was a boarding school story, then boarding school stories are the choice at the time; or, "Have you any more books by such and such an author?" may be the question. Having just finished a story by a favorite author, they are keen for another. But one thing is certain, they know what they want most of the time, and they know it when they see it. I wish more children could come into the shop and select the books which were written to appeal to them, not to the grown-up, some of whom seem to have almost no idea of what children like, and so often pass up the best and most interesting books.

Now that there is a greater effort afoot to publish children's books more evenly throughout the year instead of bringing out so many all at once in the fall, it should be to the advantage of every general bookseller to give more thought and time to selling them throughout the year. Of course, every bookseller waits to see the after Christmas stock move, but I do not think that new books keep the older ones from selling. On the contrary, I think the new books help to sell the old.

Customers who frequent the shop like to see something different and not have the same titles meet the eye over and over again, especially when they are purchasing for gifts. Often a customer says "give me something new" to avoid giving the child a duplicate, so a certain per cent of new books are welcome and necessary to encourage more year-round selling. Of course, the supply must be governed by the demand, but it can also work the other way—sometimes the supply creates the demand.

The public ought to be kept well informed about new publications for children. As publishers advertise their new publications for adults all through the year, so if they wish to increase the sales of children's books, and many of them seem to want to do so, they should follow the same method and advertise the new publications for children as well. Perhaps, after a while, the public will be more interested in the subject of giving and buying children's books throughout the year, and will come to realize that children's books are important enough to be given a certain amount of thought and consideration at other seasons of the year as well as at Christmas time.

A more even distribution of the publishing of children's books is only possible when enough publicity is given them to help create a market for them and to make it worth while for the bookstores to purchase them in any fair quantity and to display them well through the year. As I have said before, the supply may create the demand if, and only if, the public is kept informed in the right way, and that way is to advertise them. Some publishers do it now. I hope more of them will do it, and that all of them will do more of it. In that way, with all round co-operation, we can, perhaps, make the selling of children's books a more year-round business than it is at present.

Travel Displays

THERE have been several books recently on travel written for boys and girls and now is the time to devote a window to their display. To fill out the window stories with a foreign background are also appropriate.

Communication

RE: THE CHILDREN'S BOOK CLUB, INC.

1 Park Avenue, New York,
April 18, 1929.

Editor, *Publishers' Weekly*:

With reference to your notation about The Children's Book Club, Inc., on page 1818 of the *Publishers' Weekly* for April 13th, I note that you mention the name of Gordon Volland of the Minneapolis publishing firm of that name, as chief sponsor for this enterprise and art director. Mr. Volland is no longer connected with any publishing firm at all, and is devoting his entire time to the interests of The Children's Book Club. No member of The Children's Book Club is connected with any existing juvenile publishing company and its selections are being made from the lists of all publishers.

I must also ask you to correct information regarding Professor Louis M. Terman of Leland Stanford University. Professor Terman has not been able to take his part on the Board as was previously arranged and therefore, his name should be withdrawn from members of our Editorial Board.

Very sincerely yours,

B. G. BYRON,

THE CHILDREN'S BOOK CLUB, INC.

Summer Course in Children's Literature

WILHELMINA HARPER, formerly supervisor of Children's Work in the Kern County Free Library, will give the course in Children's Literature at the Riverside Library School during the summer. This is the same course which Miss Harper has been giving at the University of California School of Leadership. She has done an article on the need for children's books throughout the year for the *Publishers' Weekly* which will appear in the special Books for Boys and Girls department in the May 25th issue. She is the editor of two books on the spring lists, "Girl of Tip-top and Other Stories," *Little, Brown*, "More Story Hour Favorites," *Century*, and co-editor with Aymer Jay Hamilton of four new titles in the Treasure Trail Series, *Macmillan*.

The Weekly Record of New Publications

THIS list aims to be a complete and accurate record of American book publications. Pamphlets will be included only if of special value. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from title page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case word "apply" is used. When not specified the binding is "cloth."

Imprint date or best available date, preferably copyright date in brackets, is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n.d.]

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

Adams, Samuel Hopkins

The flagrant years; a novel of the beauty market. 304p. D '29, c. '28, '29 N. Y., Live-right \$2

Because of her job in a beauty parlor, Consuelo Bartlett has the opportunity to observe the modern search for the fountain of youth, and is herself plunged into hectic adventure.

Andrews, Matthew Page

History of Maryland: province and state. 731p. (bibl. notes) il., maps O c. Garden City, N. Y., Doubleday, Doran \$7.25

Baker, James William

Cost accounting; rev. ed. 140p. il. O [c. '28] Cin., Southwestern Pub. Co. 80 c.

Baldwin, R. A.

Santi; the brief career of a modern young criminal. 241p. D [c. '29] Bost., Meador Pub. Co. \$2

Bannisdale, Vane Erskine

Quest and conquest. 314p. D '29 N. Y., Longmans \$2.50

Soldiers of fortune in the early days of European enterprise in India.

Barker, S. Omar

Buckaroo ballads. 124p. O '28 c. [Santa Fe, N. M.] Santa Fe New Mexico Pub. Corp. \$2

Barton, William Eleazar

The lineage of Lincoln. 419p. (3p. bibl.) il., maps O [c. '29] Ind., Bobbs-Merrill \$7.50

An attempt to clear up perplexing theories and define Lincoln's ancestry, by a noted Lincoln authority.

Best, John H.

From the seen to the unseen. 563p. (3p. bibl.) diags. O '29 N. Y., Longmans \$7

An attempt to show along strictly scientific lines the entire insufficiency of a merely mechanistic theory of the universe.

Bible

The Cambridge shorter Bible; arranged by A. Nairne, T. R. Glover, and Sir A. Quiller-Couch. 890p. D '28 [N. Y., Macmillan] buck. \$3

Chapter and verse divisions are omitted, and the text arranged as continuous prose or verse, instead.

Bill, Annie C.

The design in "Christ and Christmas." 115p. D '28 Bost., A. A. Beauchamp, 603 Boylston St. \$1

Blakeslee, Fred Gilbert

Uniforms of the world. 471p. (9p. bibl.) il. O [c. '29] N. Y., Dutton \$6

Descriptions of army, navy, diplomatic and police uniforms of every country.

Borden, Sir Robert

Canada in the Commonwealth; from conflict to co-operation. 156p. O '29 N. Y., Oxford \$3.75

Bright, Allan H.

New light on "Piers Plowman." 89p. il. D '28 N. Y., Oxford \$2.50

Bromfield, Louis

Awake and rehearse. 349p. D [c. '25-'29] N. Y., Stokes \$2.50

A collection of short stories widely diverse in character and setting.

Arey, Albert A., and others

Review questions and picture studies in physiography. 68p. il. S '28 N. Y., Heath pap. 44 c.

Babcock, Havilah

According to Hoyle: a glossary of idiomatic and colloquial usage. 45p. S [c. '28] Columbia, S. C., State Co. apply

Benham, Alice Welles

"Alumni Day at Hickville school." 32p. diagr. D '28 [Belmar, N. J.], E. S. Werner & Co. pap. 50 c.

Beslo, Josephine M.

Toys' Christmas frolic; humorous play for children. 10p. D c. '28 [Belmar, N. J.] E. S. Werner & Co. pap. 50 c.

Bidwell, John, and Steele, John

Echoes of the past about California, and, In camp and cabin; ed. by Milo Milton Quaife. 399p. front. (map) S (Lakeside classics, no. 26) '28 Chic., Lakeside Press priv. pr.

Bittner, G. E.

Analyzing retail selling time; cost of selling commodities over the retail counter. 15p. diags. Q (Distribution cost studies, no. 2) '28 Wash., D. C., Gov't Pr. Off.; Supt. of Doc. pap. gratis

Braum, Alfred

Sinus thrombophlebitis; inflammatory diseases of the venous sinuses of the dura mater. 283p. il. Q '28 N. Y., P. B. Hoeber \$12

Bunyan, John

The pilgrim's progress from this world to that which is to come; ed. by James Blanton Wharey. 465p. il. O (Oxford Eng. texts) '28 N. Y., Oxford \$7.50

Carlson, John F.

Elementary principles of landscape painting. 272p. il. O (Nat'l art ser.) '29 Mountain Lake Park, Md., Nat'l Pub. Soc. \$4

Carr, Lewis F.

America challenged; a preface to a point of view. 322p. (bibls.) diagrs. O c. N. Y., Macmillan \$3.50

The American farm problem as a challenge to our "prosperity cult."

Charteris, Brigadier-General John

Field-Marshal Earl Haig; foreword by John Buchan. 419p. il., maps, diagrs. O c. N. Y., Scribner \$6

The military career of the late Commander-in-Chief of the British Army in the World War.

Chowen, Agnes B.

Living wild, or, Pioneer children of Montana; il. by Erick Berry. 253p. O [c.'29] N. Y., Dutton \$2.50

A story of picturesque adventure for boys and girls.

Coatsworth, Elizabeth Jane

Compass rose. 96p. D (Songs of today ser.) c. N. Y., Coward-McCann bds. \$1

Coffin, Robert Peter Tristram

Golden falcon [verse]. 70p. D c. N. Y., Macmillan bds. \$1.50

Comstock, Alzada Peckham

Taxation in the modern state. 247p. (bibl. notes) D (Longmans' economics ser.) c. N. Y., Longmans \$2

Corner, Anne

Deeper yet. 303p. D '29 N. Y., Longmans \$2.50

The war having left Jack Chalmers a nerve-shattered drug addict, he and his wife have a hard struggle to make a success of their post-war marriage.

Cramer, Floyd

Our neighbor Nicaragua. 243p. il., map D c. N. Y., Stokes \$2

The story of a Latin-American nation that has recently been much in the limelight.

Browne, Edith A.

Greece. 96p. D (Peeps at many lands) '28 N. Y., Macmillan \$1

Brun, Mrs. Hanna Wood Otis

Little rebel, a reasoning child; his impressions and expressions during childhood. 61p. il. O c. '28 San Jose, Cal., Author, 110 S. 2nd St. pap. \$1

Butler, J. A. V.

Fundamentals of chemical thermodynamics; pt. 1: Elementary theory and applications. 217p. D '28 N. Y., Macmillan \$2

Chamberlayne, Ellen Florence, and others, comps.

Pupil's permanent reading record; a graded list of children's books; New Jersey ed. 35p. O [c.'28] Phil., Winston apply

Charles, Vera K.

Mushroom culture for amateurs. 17p. il. O (U. S. Dept. of Agri., Farmers' bull. 1587) '29 Wash., D. C., Gov't Pr. Off.; Supt. of Doc. pap. 5c.

Cooper, C. E.

Washington state supplement to McMurry and

[Curtiss, Frederic H.]

Hunt clubs and country clubs in America. 108p. il. O '28 [Bost., Merrymount Press, 232 Summer St.] \$7.50, priv. pr.

Darton, Frederick Joseph Harvey

J. M. Barrie. 127p. (4p. bibl.) front. (por.) S (Writers of the day) '29 N. Y., Holt \$1.35

Davidson, Peter Wylie

Applied design in the precious metals. 159p. il. O (Longmans' technical handicraft ser.) '29 N. Y., Longmans \$3

Department of the Interior, Bureau of Education

Biennial survey of education, 1924-1926. 1207p. (bibl. footnotes) diagrs. O (Bull., 1928, no. 25) '28 Wash., D. C., Govt. Pr. Off.; Supt. of Doc. \$2.30

Dobson, Alban

Austin Dobson; some notes; with chapters by Sir Edmund Gosse and George Saintsbury. 340p. il. D '28 N. Y., Oxford \$5

Dolph, Edward Arthur

"Sound off!" soldier songs from Yankee Doodle to Parley Voo; foreword by Peter B. Kyne. 636p. (3p. bibl.) il. Q c. N. Y., Cosmopolitan buck. \$7.50

The words and music of army songs from all the American wars, with some explanatory text.

Driggs, Howard Roscoe

Living English; fifth and sixth grades; 2 v. 243p.; 277p. il. (col.) D c. Lincoln, Neb., University Pub. Co. 80 c.; 84 c. Also published in one volume at \$1.

Dubois, Cardinal

Memoirs of Cardinal Dubois; tr. by Ernest Dowson; il. by Lui Trugo [lim. ed.]; 2 v. '29 N. Y., Art Studio Press \$20, bxd.

Duncan, Hannibal Gerald

Race and population problems. 439p. (bibls.) maps, diagrs. D (Longmans' social science ser.) c. N. Y., Longmans \$2.50

Eadie, Tom

I like diving; a professional's story. 259p. il. O c. Bost., Houghton \$3.50

The autobiography of the Navy diver, most recently noted for his work on the S-4.

Parkins Advanced geography; rev. ed. by T. D. Hunt. 32p. il., map (col.) O '29 N. Y., Macmillan pap. 24 c.

Cromie, William James

Exercises with the medicine ball; Indigestion treated by gymnastics; Physical education and hygiene. 146p. il. S (Spalding's "red cover" ser., no. 54R) [c.'28] N. Y., Amer. Sports Pub. Co. pap. apply

Davies, Alfred T.

The cult of the beautiful in the school; foreword by Ramsay Macdonald; 3rd ed. 36p. O '28 N. Y., Oxford pap. 35 c.

Davis, Mrs. Nettie Stewart

Applied arithmetic for girls; to be used in vocational, part-time, continuation, trades, junior and technical high schools. 126p. il., diagrs. D [c.'28] Milwaukee, Bruce Pub. Co. 88 c.

Dryden, John

Preface to the fables; ed. by W. P. Kerr and M. G. Lloyd Thomas. 43p. T '28 N. Y., Oxford pap. 35 c.

Eiselen, Frederick Carl, and others, eds.

The Abingdon Bible commentary. 1468p. (bibs.) maps (col.) O [c.'29] N. Y., Abingdon
\$5

The other editors are Edwin Lewis and David G. Downey. There are numerous scholarly contributors.

Elm, Captain Ienor E.

Avigation by dead reckoning (aerial navigation). 120p. front. (por.) map (col.), diags. D [c.'29] Phil., McKay \$2

A textbook for ground schools.

Emerson, Isabel

Things seen in Sicily. 157p. il., map T (Things seen ser.) [n.d.] N. Y., Dutton \$1.50

Emery, Frederic Barclay

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Old civilization of the new world. 401p. (18p. bibl.) il., map, diagr. O [c.'29] Ind., Bobbs-Merrill \$5

A non-technical account of the great races of Central and South America before the coming of the Spaniards, and the achievements of their cultures.

Wagner, Charles Abraham

Nearer the bone; introd. by John Erskine. 109p. D (Songs of today ser.) c. N. Y., Coward-McCann bds. \$1

Wallis, Keene

Bands and rebels; seven stories in verse. 80p. D (Songs of today ser.) c. N. Y., Coward-McCann bds. \$1

Warner, Frank A.

Bob Chase with the big moose hunters. 216p. il. D (Bob Chase big game ser.) [c.'29] Newark, N. J., Barse & Co. 50 c.

Warren, Austin

Alexander Pope as critic and humanist. 297p. (3p. bibl.) O (Princeton studies in Eng., no. 1) c. Princeton, N. J., Princeton \$3

Weldon, George P.

Economic biology; a text for students of agriculture and general biology. 457p. il. D (McGraw-Hill vocational texts) '29 N. Y., McGraw-Hill \$2.50

West, Charlotte C., M.D.

Ageless youth. 478p. front. O [c.'29] N. Y., Crowell bds. \$3
 Precepts of health and beauty for women based on scientific principles, explained by a physician.

White, Rufus Austin

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Whiteman, Edna L.

Jane and Jerry. 210p. il (col. front.) D [c.'29] N. Y., Nelson \$1.50
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Whitman, Walt

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Williams, Blanche Colton, ed.

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 Twenty-seven stories by modern authors.

Woolrich, Cornell

Times Square. 274p. D c. N. Y., Liveright \$2
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Wylie, Elinor Hoyt [Mrs. William Rose Benét]

Angels and earthly creatures. 74p. front. (por.) O '29, c.'28, '29 N. Y., Knopf bds. \$2.50

The day before her death Elinor Wylie selected the poems for this volume from a number she had written during the summer of 1928 in England.

Wynne, May, pseud. [M. W. Knowles]

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Yonge, C. M., and Russell, F. S.

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Yore, Clement

Hard riding Slim Magee. 300p. D [c.'29] N. Y., Macaulay \$2
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 When love comes to a woman. Morton, L. \$2.50 *Sears*
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 Wonderful world of make-believe, The. Niedermeyer, M. W. \$1.25 *Sully*

Old and Rare Books

Frederick M. Hopkins

THE gift to the American people of a collection of letters belonging to the Marlborough family and presented by the Duke of Marlborough, has just been announced in London. The collection has been sent to the Library of Congress. Herbert Putnam, librarian, in acknowledging the gift wrote to the Duke of Marlborough as follows: "I know of no instance where the head of a family of such distinction has deliberately confided into foreign custody family memorials so precious." The collection goes back as far as 1706, when the Iron Duke wrote the Duchess announcing the victory of Ramilles and giving her a share in his victory by allowing her to announce it to Queen Anne. She had the similar privilege of breaking the news in London of the victory of Blenheim. The collection comes down to the Victorian period, with letters by Queen Victoria, and many familiar names of the last half of the nineteenth century. The Duke's motive in making the gift was to express his regard for America.

AMERICANA, including books, autographs and broadsides, the collection of the late David A. Williams of this city, was sold at the American Art Galleries April 10, 599 lots bringing \$18,210.50. The highest price, \$875, was paid for the original edition of Champlain's first four voyages to America in 1604, 1610, 1611 and 1613, complete with all the plates and maps, published in Paris in 1613, and known as the Lucius L. Hubbard copy. Other lots and the prices realized were the following: A. L. S. of John Quincy Adams, 4 pp., small 4to, Washington, November 13, 1833, concerning the religious belief of his father, \$200; Mezzotint portrait of Lord Jeffrey Amherst, engraved by J. Watson after Reynold's painting, dated 1766, an early impression, \$220; Chauncey Goodrich's "A Second Letter to a Friend,

Giving a more particular narrative of the Defeat of the French Army at Lake George, by New England Troops," 8vo, morocco, Boston, 1755, rare tract of which not more than four or five copies are known, \$250; Cadwallader Colden's "Rough Manuscript Map of the Country between Crown Point and Ticonderoga," on two sheets 22 by 12½ inches, \$240; Thomas Mante's "The History of the late War in North-America and the islands of the West Indies," etc., with maps, 4to, morocco, London, 1772, fine large copy, \$320; the original manuscript of the journal of John McCullough's journey from Vermont to the Northwest Territory and from thence by way of the Ohio and Mississippi to the Natchez country and return, 12mo, 56 pages, approximately 15,000 words, \$275; Major Rogers's "Penteach: or the Savages of America, 8vo, stitched, uncut, London, 1766, large paper copy of the first edition, \$200; The original water color plan of Fort Ticonderoga, and Mount Independence," executed by John Trumbull, August, 1776, \$575; and a L. S. by General Washington, 2pp., folio, Headquarters, September 24, 1782, to Major Dexter, commanding at Dobbs Ferry, \$525.

TO encourage a thorough, complete and scientific research, the Free State Government has set up an Irish Manuscript Commission, which is to report on the nature, extent, and importance of existing collections of manuscripts and papers of literary, historical and general interest relating to Ireland. It is to give details where such manuscripts are deposited and to advise on the steps which should be taken for their preservation and publication. It is hoped in the course of time to edit and publish many of these texts of old Irish, middle Irish and modern Irish which relate to Ireland and to give photographic facsimiles of important codices, in particular

those in the possession of institutions and individuals outside the Free State. In Ireland there are large collections of manuscripts both in Latin and Irish in the possession of the Royal Irish Academy and Trinity College. There are many Irish manuscripts in the British Museum, in London, while there are others in Manchester and Edinburgh. On the Continent, too, there are Irish manuscripts in Brussels, Copenhagen and in Spain, while other valuable manuscripts are said to be in the great library at the Vatican.

THE American Shakespeare Foundation announced April 23, on the 300th anniversary of Shakespeare's birth, that \$928,750 has been given by Americans to rebuild and endow the Shakespeare Memorial Theatre at Stratford-on-Avon, which was destroyed by fire on March 6, 1926. Included in this amount is \$250,000 given by John D. Rockefeller, Jr., to be sent to the British committee, and a similar amount to the American committee. In a letter to Viscount Brunham, president of the board of governors of the theatre, Mr. Rockefeller said that his contribution had been given "in recognition of the debt which Great Britain and the United States in common owe to Shakespeare for all that he has meant to the millions of people in both countries whose lives have been enriched and inspired by his genius." A great book, six feet high by four feet wide, bound in blue leather, records the names of the American donors. It will be sent to the Shakespeare Library at Stratford this year as a permanent exhibit.

THE library of the late Edward Arnold, largely of French literature in fine bindings, will be sold at Sotheby's in London, May 6 and the two following days. In addition to the French classics and famous illustrated books of the eighteenth century, in first and best editions, this library includes emblem books and others with early engravings and woodcuts; books of hours in illuminated manuscript and printed on vellum; a series of early, rare and interesting lace books; bibliography; playing cards; almanacs; rare early French tracts; and a few English books, some in first editions. The collection as a whole is distinguished, not only for

many bindings of great merit, but the careful preservation which they have had and the very fine condition in which they are now in.

BOOKS from the library of the late John Lane, publisher, including first editions, autograph letters and manuscripts of modern authors, and volumes of association interest, comprising 1,313 items, are described in a good deal of detail in a well printed catalog of 148 pages just issued by Delau & Co., Ltd., of London. An item of special association interest is a set of "The Yellow Book" edited by Henry Harland, 14 volumes, 1894-97. In the extra volume, which is actually a case or box in yellow calf, is contained an interesting series of letters from the editors and the more important contributors. Most of the letters refer to "The Yellow Book." The description of the autographic features of this item fills two octavo pages of the catalog. The item is priced at £100.

A COPY of the first edition of "Georgius Agricola De Re Metallica," translated by Mr. and Mrs. Herbert Hoover from the first Latin edition of 1556, brought \$170 last week at the American Art Galleries, Harry F. Marks being the purchaser. This volume was published in London in 1912 and since the nomination of Mr. Hoover for the presidency has been very much in demand. A year ago it sold for about \$25, but the price, in London and New York began to advance as soon as Mr. Hoover secured the nomination and since his inauguration has gone still higher. Its present price is higher than that of the first edition of the original Latin work from which it was translated.

The Hours of St. Hedwig

THE Hours of St. Hedwig, Duchess of Silesia, a twelfth century manuscript, containing a picture Bible, has passed through London to America to its final resting-place in the Morgan Library in this city. While the manuscript was in London, E. P. Goldschmidt made an exhaustive examination of it, and his report of its numerous points has been printed in the *London Times*, from which we make the following condensation:

The manuscript consists of 179 leaves of vellum, small folio in size, written in a bold script of a character transitional from the Carolingian minuscule to fully developed Gothic, in black and red. It is believed that the manuscript was written in Eastern Bavaria after the year 1189 and before 1202, the date of the foundation of the Cistercian Nunnery of Trebnitz, near Breslau, for which this Book of Hours seems to have been destined as a present by the foundress, St. Hedwig, Duchess of Silesia. The Calendar is that of the diocese of Breslau, and is fully annotated with obituary notices, which are in themselves of the greatest historical and genealogical value. There are entrances for the anniversaries of most of the members of the St. Hedwig family, the Dukes of Andechs and Merania, those of her husband's the Past Dukes of Silesia, and of the Royal Family of Bohemia. All these entries refer to members of these houses who died before 1250, showing that about that date either this manuscript left the Abbey of Trebnitz, or was no longer used as an obituary.

It is not known when this manuscript left the Abbey of Trebnitz, but there is an indication that by 1350 it was already in North Western Germany. Its history is obscure until the eighteen century, when it was in the collection of Hermann von der Hardt, professor of theology at Harmstaedt, a famous historian of the Reformation who died in 1746. Except that it never has been in the market since the middle of the eighteen century, and that it was recently acquired from a private source on the Continent, nothing is known or revealed, as to its history in modern times.

The most remarkable feature of the manuscript is the pictorial Bible history, almost unparalleled as a complete set of Biblical illustrations of such an early date. In thirty-two consecutive full-page pictures there are 150 Bible scenes from the Old and New Testaments, each accompanied by a brief explanatory legend in the South German vernacular. The first page, with the Creation and Fall, is illuminated on a gold background; the other pages are colored pen drawings on backgrounds of red, green, blue or yellow. One of the most singular of all is the Crucifixion,

where Jesus is depicted with his feet not crossed (a mark of a very early period), and is flanked by the two robbers not crucified, but hanged. Altogether the Hours of St. Hedwig is one of the most interesting and important manuscripts to find its way across the Atlantic.

Auction Calendar

Wednesday and Thursday afternoons, May 1st and 2nd, at 2 o'clock. Americana from the library of the late George E. Leighton, St. Louis, Mo., library sets and books in fine bindings, the property of C. Brough Du Moulin, New York City, together with books on art, bibliography, first editions, incunabula and an extensive collection of early works on shorthand. (Items 458.) The Anderson Galleries, 489 Park Ave., New York City.

Catalogs Received

American history, including source material and important collections relating to the Western States. (Items 1189.) The Aldine Book Co., 1873 61st St., Brooklyn, N. Y.

Americana. (Items 16.) Morris H. Briggs, 506 South Wabash Ave., Chicago, Ill.

Autographes, ancient and modern, documents and manuscripts. (No. 5.) Hotel Des Societes Savantes, 28, Rue Serpente, Paris, France.

Books about the Far West. John Van Male, 3331 East 14th Ave., Denver, Colo.

Books from famous presses. (No. 9; Items 415.) Straubing & Muller, Weimar, Germany.

Books of rarity and worth. (Items 90.) Nedwick's Book Store, 346 North Clark St., Chicago, Ill.

Books on the fine arts. (No. 183; Items 305.) Goodspeed's Book Shop, 7 Ashburton Place, Boston, Mass.

Criminology, trials, politics, sociology, economics and history. (No. 52; Items 824.) Surrey Bookshop, Blackbridge Road, Woking, England.

Philosophy and early science. (No. 967; Items 354.) James Tregaskis & Son, 66 Great Russell St., London, W. C. 1, England.

Fine books, including a few rare books and also some handsome bindings. Frank Rosengren, 609 North State St., Chicago, Ill.

First editions. (No. 103; Items 1458.) Schulte's Book Store, 80 Fourth Ave., New York City.

Miscellaneous books. (Items 222.) Stanley O. Bezan-son, 32 Ames Building, Boston, Mass.

Miscellaneous books for libraries. (No. 1; Items 818.) Corner Book Shop, 120 Fourth Ave., New York City.

Miscellaneous books in many departments of literature. (No. 123; Items 522.) Walter M. Hill, 25 East Washington St., Chicago, Ill.

Modern first editions. (No. 13; Items 618.) At the Sign of the Huntsman, Southborough, Kent, England.

Modern first editions. (No. 208; Items 503.) James F. Drake, 14 West 40th St., New York City.

Old books on the topography and archaeology, genealogy and heraldry of Great Britain and Ireland, together with local faunas, sport, etc., and engraved views. (No. 814; Items 3025.) Henry Sotheran, Ltd., 43, Piccadilly, London, W. 1, England.

Oriental books. (No. 16; Items 114.) Benjamin F. Gravely, Box 209, Martinsville, Va.

Polish books. (No. 10.) The Polish Book Importing Co., Inc., 38 Union Square, New York City.

Rare books embracing bibliography, curiosa, Christian Science, general literature, genealogy, Americana, Western history. (No. 27; Items 1005.) Pownier's, 1352 North Clark St., Chicago, Ill.

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The Publishers' Weekly.

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